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BROADCASTING

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JOHN CRERAR
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THE NEWS MAGAZINE OF THE FIFTH ESTATE

WOR 1933-50,000 Watts

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK, NEW JERSEY

NEW YORK OFFICE • 1440 BROADWAY • NEW YORK CITY

CHICAGO OFFICE • William G. Rambeau • 360 No. Michigan Ave. • Chicago, Ill.

NOTICE!

During the week of March 27th to April 1st, 1933, most of the radio audience in the Nation's most prosperous trade area will be at Convention Hall in Kansas City, Missouri, visiting

THE FIRST ANNUAL

MID-WESTERN EXPOSITION

RADIO ADVERTISED MERCHANDISE

Thus bringing to users of broadcast advertising a most unusual opportunity for effective personal contact advertising and for intensifying their program circulation in the West.

Daily performances by outstanding National and local radio artists will insure tremendous attendance.

Exceptional merchandising possibilities are offered to the advertisers who will transport their own regular programs to the stage studio of the exposition.

All local stations, retail merchants, railroads and bus transportation companies are cooperating to make this the biggest week in 1933 for Kansas City.

The expense of maintaining an exhibit at the exposition is moderate. Space rates $60 to $400.

Complete information upon request.

Mid-Western Merchandising Exposition
Tom Burkett, Managing Director
Convention Hall
Kansas City . . . . Missouri

What station are you listening to?

13,092 telephone calls asking this question, prove again WNAC is Boston's most popular radio station. The second survey made by Walter Mann & Staff reveals the shift in audience due to Winter program changes . . . The results are even more startling than the finding of the Walter Mann & Staff Summer survey. Actual figures show that WNAC is not only the most popular Boston station but it has the greatest percentage of gain in audience during peak hours.

Computing the listening ratios in terms of relative numbers of listeners to any two stations (the only comparison that is significant to the advertiser in his choice of stations)—the following figures emerge:

WNAC commands, in Boston—

33.8% more listeners than the competing red network station (WEEI).

105.4% more listeners than the competing blue network station (WBZ).

Complete details of this survey, made from Sunday, November 13th, thru Saturday, November 19th inclusive, showing Boston station popularity percentages broken down into hourly periods from 9 A.M. to 10 P.M., will be mailed to you upon request.

THE YANKEE NETWORK, Inc.
Business Office — One Winter Place, Boston
Exclusive National Sales Representatives: SCOTT HOWE BOWEN, Inc.
New York-Chicago-Detroit-Kansas City-San Francisco-Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

L659.251 B781
598233
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Mail Report from November 15th to December 15th, 1932

WSM—Nashville, Tennessee

December 21, 1932.

On this date personally appeared before me J. Leslie Fox, Commercial Manager of Radio Station WSM, who, being duly sworn, states that the figures shown herein are correct.

Notary Public — Commercial Manager

My Commission Expires July 22, 1934

Washington, D. C.	157		
Canada	1342	Panama	1
Cuba	6	San Domingo	2
Mexico	8	Nicaragua	1
Ireland	2	Hawaii	5
Haiti	1	Canal Zone	1
Alaska	4	Bahamas	1
South America	3	Guatamala	1
Honduras	1		

We sell the South • • •

THE rates of WSM are based on selling the South, not the nation—the lowest of any 50,000 watt station.

The additional coverage you obtain from WSM is free.

See for yourself. Above is the mail return for the first thirty days after our new 50,000 watt station went on the air!

Outside our regular marketing area, this ADDED coverage has been contributed VOLUNTARILY by thousands of people who have been attracted to WSM since the new 878 foot tower pointed itself skyward.

Our job is to sell the South. That is what you pay for. You get it. All else is free.

Weekly mail reports and merchandising information available to all executives upon request.

WSM

50,000 WATTS

CLEARED CHANNEL UNLIMITED TIME

NBC AFFILIATION

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENN.

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

OL. 4, NO. 1 | WASHINGTON, D. C. | JANUARY 1, 1933 | $3.00 PER YEAR—15c A COPY

Broadcasters Accept Challenge of 1933

Business Prospects Held Favorable, Competition Keener; Improvement In Technique and Programs Foreseen

1933: Year of Opportunity

THE NOTE of optimism that runs through many of the statements here published should prove a tonic to broadcasters, agency radio executives and radio advertisers. For the most part, these leaders of the various branches of the radio industry look forward to 1933 with confidence. Their statements, coming on the heels of the first year that radio really felt the effects of the depression, merit a thorough perusal as a composite text of the broadcasting industry's opinions and hopes and ambitions for 1933.

Each of the contributors was asked by the editors of this magazine to state his views as discerned from his particular vantage point. Thus we have here expressions from officials of the government agencies concerned with radio, of representative broadcasters large and small, of advertising agency men known for their keen interest in radio and of technicians whose advice on technical advances is always eagerly heeded.

These statements are presented without expurgation. With all of them the editors do not agree. Some are provocative enough to cause all of us in the industry to perk our ears. Consider the "burden of proof" placed upon the management of radio by Senator Couzens. Then consider, also, the invitation from Dr. Klein to the broadcasters to take advantage of their tremendous opportunity to contribute toward accelerating the "recovery from our prolonged miseries of the past three years."

What these and other leaders write here merits close scrutiny by everyone interested in broadcasting as an art and industry.

M. H. AYLESWORTH
President, NBC

ADIO broadast advertising eets its first erious test in he year 1933. here are less ollars to be ent for adversing and much reater competiion for those ollars. I have no doubt as to the avorable outcome if we use intelgence in preparing programs and elling time on the air.

Radio broadcast advertising performs a function in advertising hat no other medium can fulfill. adio broadcast advertising complements the newspapers, and I el that during the year 1933 the roadcasters should continue to ecognize the importance of the ewspaper to the advertiser with he knowledge that the printed adertisement renders a distinct serice to the advertiser as does radio n its field. The two work harmoniously with more complete effectiveness when coordinated and eveloped together.

The National Broadcasting Co. ntends to continue this policy.

EARLE C. ANTHONY
KFI and KECA, Los Angeles

THE FONDEST hopes we can hold for radio in 1933, is that it may continue vigorously the direction and rate of progress it registered in 1931. Broadcasting is no longer on trial as an advertising medium. It has arrived conclusively and has justified the most sanguine expectations.

Radio, in these difficult times, has done much to uphold national morale with the tonic of light entertainment and hearty laughter. Educationally, and here we include the political broadcasts of the last presidential campaign, radio will continue to play a major part of increasing importance.

The trend of programs seems toward greater use of drama and dialogue, larger musical groups and more inclusive selection. There is also evident a growing conviction that radio copy must be not only briefer but more cunningly fitted to the medium.

KFI-KECA maintain that a station's willingness and readiness to serve the public, plus an unremitting effort to keep a high commercial and artistic level, is the best assurance of its progress in 1933.

LEE H. BRISTOL
Bristol-Myers Company

I HAVE no reason to anticipate that the activity in broadcasting of products in the drug field will not continue at least in the same amount during the coming year. I look forward hopefully to an improvement in the technique of the programs presented and believe that increasingly effective use of expenditures in this field will be sought for and achieved.

Commercial broadcasting is still in its infancy but there is no question about its value to meet certain definite conditions. Expenditures in this direction, as in all other forms of media, will be scrutinized with great care during the coming year. After all, the sales-producing value is the real acid test.

COL. THAD H. BROWN
Federal Radio Commissioner

IN MY JUDGMENT 1933 will prove a successful, if not a banner, year for radio broadcasting. That business has passed through the depression and has emerged in a most healthy condition, and the outlook is most encouraging.

To meet the rigid rules and regulations of the Commission, stations have installed modern and expensive equipment, so they are ready to go ahead, rendering an outstanding public service.

During 1933 most stations should not be called upon for any heavy outlays in the way of equipment—cutting down their overhead—while all signs point to an ever-increasing demand for radio facilities as a means for expanding business.

Numerous applications being filed daily with the Commission for "a place on the air" indicate the confidence of our people that radio is now on a substantial basis, offering a splendid opportunity for service to men with initiative, imagination and intelligence.

I. Z. BUCKWALTER
WGAL, Lancaster, Pa.

THE BUSINESS of broadcasting for the year 1933 will not likely show much improvement over 1932. If general business conditions show more than seasonal improvement in the spring of 1933, it is likely to be reflected in increased advertising appropriations late in 1933.

Indications are that the cost of operating local broadcasting stations will tend to increase rather than decrease if the stations would maintain their respective positions in the broadcasting industry.

JAMES COUZENS
U. S. Senator from Michigan

THE PROSPECTS for the business of broadcasting during 1933 will, of course, depend upon the drive and the intensity of its use by those who have goods to sell. No one can predict that, so the future of broadcasting will, to a very large extent, depend on what facilities are offered to the advertiser that are as good or better than other mediums of publicity.

Whether any effort has been made by broadcasters to ascertain the views of radio listeners, I do not know; but I expect if an inquiry were made, they would be astounded to find how many radios are snapped off because of the long and tiresome discussions of the merits of the goods advertised. Nothing seems to be left to the imagination of the listener. Every person knows that the statements of the advertiser are biased, and may or may not be true. Many sales are lost because of the irritation of the listener at the long, tiresome advertising talks. Many of them are plainly "dumb"; they

NN.

XUM

are not even expressed well, and lack any diversity of expression, so that they become hopelessly futile.

The future of broadcasting, I assume, is based upon the receipts that the broadcasters obtain. These receipts undoubtedly are based almost entirely on the amount of advertising they can sell producers. Whether or not the opportunities of broadcasters will continue to get better or worse will depend upon the management, as it does in every other human enterprise. The prospects for 1933, with the above in mind, should be better than for 1932, if business continues even slightly on the upgrade, as it now appears to be doing.

J. M. CECIL
Cecil, Warwick & Cecil Advertising, New York

COMMERCIAL broadcasting should respond to the general upturn in business which competent observers anticipate will get under way in 1933. Commercial broadcasting enjoys the special favor of national advertisers, and will go on to larger accomplishments if the advertiser and the agent are increasingly alert to the need for more ingenious and persuasive advertising forms on the air. That, in my opinion, is the governing factor in further growth of commercial broadcasting. It is a challenge to the advertiser and to advertising agents.

POWEL CROSLEY, Jr.
Station WLW
Crosley Radio Corp.

THE COMMERCIAL business of broadcasting hinges upon general business conditions. With the first hopeful sign of recovery, advertisers will be ready to take advantage of the opportunity of creating good-will for their products through radio broadcasting and will expand their appropriations accordingly.

Business conditions in general have remained stationary for several months, which is a hopeful sign. With some restoration of confidence, the wheels of industry will commence to turn more rapidly in order to take care of a large waiting market for products that people want and that they have been afraid to buy.

EWIN L. DAVIS
Chairman, House Committee on Merchant Marine, Radio, and Fisheries

A FREQUENT expression from the broadcasting fraternity is that broadcasters must fight for their existence. The most successful fight they can conduct is to recognize the "public interest" and to efficiently and satisfactorily serve the public. If they do that, they will have the public support, without which they cannot succeed. If they fail to pursue such a course, the public will force a change. Until a few months ago the quantity and objectionable character of radio advertising was increasing at an alarming rate. Recently there has been quite an improvement, but there is still room for improvement.

H. DEAN FITZER
Manager, WDAF, Kansas City

YOU ASK my views on the business of broadcasting in 1933. The copy boy's guess is as good as mine. Such is the accurate deduction of anyone managing anybody's business these memorable years of economic distress. Without a desire to be pessimistic, I also do not desire to sound that empty, hackneyed, over-worked phraseology of optimism. "Oh, business is going to be fine. I can almost see the corner." I offer no cure-all, just two important rules for broadcastcasters in 1933—*be sure your sales contacts are voluminous and be sure your rates are not out of step with the true value of your product.*

CHARLES F. GANNON
Director of Radio
Erwin Wasey & Company
Chairman, Radio Committee, AAAA

LOOKING forward to the trend of radio broadcasting in 1933, we have a few simple facts at hand which may foretell the action of the play. They are: confidence in the medium to win sales on the part of advertiser and advertising agency alike; general appreciation by the public with a somewhat take-it-for-granted attitude; a recession from the idiotic theory of government operation of radio facilities; a more skillful treatment of commercial announcements; a more earnest and professional approach to radio presentations; some diminution in the number of local sponsored programs; a reasonable congestion of time on network facilities (basic networks more so than the rest of the country); comparatively few transcription programs despite a great improvement in record quality, and a general settling of a matured industry into a steady practical groove.

It appears we can look for a sustained listener interest in broadcasting and a state of prosperity in close ratio to the advertising business as a whole. I believe a more searching analysis by agencies and advertisers in the matter of station coverage and subsequent adjustment of station rates on some other than the present arbitrary basis, is certain. The radio space buyer is looking more and more toward the same accuracy of circulation evidence that is supplied to him by publications.

Frequent international broadcasts loom closer. Better programs are inevitable. A few great acts for 1933 will make a normal year. Lastly, I suspect that way, way down the 1933 parade of months, old man "wired wireless" is going to lean out and lay claim to the domination of an industry he might have had all along.

LEO FITZPATRICK
Manager, WJR, Detroit

I BELIEVE that the coming year will be the most productive radio has ever known. It will be productive of an increased volume of business, for results from the past year's programs will induce more advertisers to fall in line with the trend toward radio advertising.

The new year undoubtedly will be the most productive yet in ideas. For the 1933 advertising dollar will not be spent casually. Definite results will be demanded for every expenditure, and radio will be called upon for sound merchandising, as well as exploitation.

All broadcasters will concede the necessity of a conscientious effort to "get returns," to improve programs from a listeners' standpoint and at the same time "do a job" for the advertiser.

While business may not run to fancy figures in 1933, I believe we shall have cause to regard it as the most successful year in the history of broadcasting advertising for new standards will be set in production; and radio will be accepted as a definite part of every well-directed campaign.

E. H. GAMMONS
V. P., WCCO, Minneapolis

RADIO broadcasting has proved itself as a sales medium. As a result, although general advertising budgets may be somewhat curtailed, I do not believe appropriations for radio will be effected. In fact, the larger advertisers of the northwest all seem to be increasing their funds for radio advertising. Despite depressed conditions, one finds here and there business concerns enjoying real prosperity. Practically every one of these is using radio advertising. The result is that many others are planning to incorporate it in their advertising plans.

Despite the necessary increase in the rates of WCCO due to the installation of our 50,000 watt transmitter, we have more and larger accounts, both local and national, scheduled for the first of the year than ever before in the history of the station.

DON E. GILMAN
V. P., Pacific Division, NBC

GENERAL trends of business on the Pacific coast, while evidencing some timidity, really indicate mild improvement in broadcasting conditions, but with noticeable acceleration as 1933 progresses. A survey of merchandise inventories shows them to be very low. Replacement means manufacturi and distribution and resultant a vertising. This should benefit media and broadcasting will r ceive its share.

In my opinion we are now at t low point, and while I do not e pect a surge of new business, am of the opinion that we may e pect moderate, but constant, i provement.

This is not based on an optimi tic viewpoint, but upon many i quiries from prospective adverti ers who are planning expenditure for 1933.

BOND GEDDES
Executive Vice President
General Manager
Radio Manufacturers Associatio

GREAT advances in broadcasting during 1933, in which the radio public will share probably in greater measure than broadcasters and manufacturers of receiving sets, are assured. In international broadcasting as wel as new features on domestic programs, there promises to be marked development. The broadcasters have greatly improved their programs and transmitting apparatus while manufacturers have improved reception qualities of receiving sets, both with less cost and more satisfaction to the public. Radio is firmly established as a vital part of American life. The American public will insist on being served adequately by broadcasters as well as manufacturers. Their demands and rights are obligations of the radio industry and at the same time a protection to it, insuring permanence, stability and an enlarging field of service.

V. FORD GREAVES
Acting Chief Engineer
Federal Radio Commission

GRAPHS of engineering activities of the Federal Radio Commission in the broadcasting field, as reflected by the average number of applications and hearings per month during the past three years, show only a very slight decrease in number. The decrease is more than offset by the increasing importance and expansion of the technical development of equipment and the North American allocation problem.

Trends indicate increasing engineering activities and continuing technical improvements during the coming year, particularly along the lines of further reductions in interference and noise levels, increasing service areas and more faithful reproduction.

Some of the more important developments are as follows:

1—Further improvements in frequency control and checking services.

2—Use of directional transmitting antennas.

3—More accurate control of modulation and the use of modulation meters by stations.

4—Further reduction of carrier

hum, commutator ripples, etc., and the adoption of standards with meters at the stations for measuring the amount of undesired carrier noise.

5—Many important receiver improvements including the use of anti-noise antennas.

6—The enforcement of good engineering practice in the construction, wiring and safety screening of transmitters.

EARLE J. GLUCK
Manager, WBT, Charlotte

ALL indicators point to the fact that the south will lead the nation in our economic recovery. Already the movement is under way. WBT is in a most favorable position to meet this improvement with a new high power, cleared channel station and an outstanding program line-up. We are most optimistic over the business of broadcasting for 1933. Advertisers are rapidly awakening to the opportunities in the south and we believe that all forms of broadcast promotional activities will increase and lead the return to normalcy. The south is ready and WBT serves the south.

STANLEY E. HUBBARD
Manager, KSTP, St. Paul

RETAIL merchants of the Twin Cities together with the jobber and manufacturer are fast recovering from the red ink paralysis. A noted change is taking place. The old alibi, "No more money until we are out of the red" is becoming feebler every day. They have discovered that they are not in the red at all—but actually operating at a profit, if inflated and fictitious values at which their business is carried are taken into consideration.

Several of the more bold, looking the situation squarely in the face, spent money for radio advertising. The direct returns indicated that people do have money to spend; that confidence is fast being restored, with the result that advertisers in all lines, here in the Twin Cities, are making extensive advertising appropriations for 1933.

M. A. HOWLETT
President and Manager, WHK

IN MY OPINION, 1933 will see the business of broadcasting succeed only where broadcasters have taken cognizance of the trend of the times and have organized their stations into thoroughly business-like concerns. Broadcasting hitherto has been considerably a matter of promotion. Now it is rapidly becoming a profession which must be based on sound business principles.

There will be good business in 1933 for those broadcasters who are prepared to give intelligent cooperation to the sponsor. Mere statements of what we can do will not suffice. It will be a year in which we shall have to produce the goods.

JOHN M. HENRY
Manager, KOIL, Council Bluffs, Omaha

POTENTIAL advertisers in our area are more conscious of the pulling power of radio advertising now than they were last year. And I believe the figures will show that the total radio advertising in Council Bluffs and Omaha has fallen off much less than newspaper. Most of the KOIL accounts are smaller but we have many more of them. Compared with last year we should do 25 per cent more business locally. One firm is placing all of its advertising with us on the basis of 3 per cent of total sales. Another has doubled its appropriation and is placing it all with us. Frankly, we expect 1933 to be a banner year in KOIL income.

HOMER HOGAN,
General Manager, KYW, Chicago

DEPRESSION or no depression, radio broadcasting will develop some rapid and substantial gains in advertising revenue during 1933 judging from contracts already negotiated by KYW and from the increased number of inquiries recently received by this station. If making new year's resolutions is still the vogue in this land of ours, I recommend very strongly that broadcasting stations resolve to use all the powers at their command to exterminate that bugaboo about the much overrated summer slump in listener interest and thereby increase their revenue substantially. And don't overlook that new source of revenue which will open up when the nation's thirst for real beer is at its peak on those hot summer nights.

LAMBDIN KAY
WSB, Atlanta

WSB HAS BEEN more useful to people in more ways every year for eleven years. 1932 closes with prospects for commercial support of our station brighter than in any previous month this year, as sponsors will get more service for their investments than ever before, meaning further program betterment and benefits to listeners. We expect 1933 to be our most useful year. American broadcasting has been blessed with leadership able, farsighted and courageous enough to guide an intangible almighty power toward worthy ends. No station is protecting its birthright or discharging its responsibility unless it joins forces with broadcasting's accredited leaders.

J. L. KAUFMAN
Manager, WCAE, Pittsburgh

PITTSBURGH is facing 1933 with a wider and more complete use of the radio than ever before. While business conditions cannot be said to be rosy, still the present business conditions are the only kind we have, and Pittsburgh has buckled down to the task of doing business under existing conditions. Pittsburgh is the center of a rich industrial area whose products are drawn upon by industries throughout the country, and we look forward to an increasing demand, both for Pittsburgh products, and to the use of the radio in this district during 1933.

EDWARD KLAUBER
First Vice President, CBS

IT DID broadcasting a lot of good to have to go over some bad bumps last summer. The whole industry showed the spirit of youthful courage that might have been expected. This resulted in improvement in the general program tone with a higher program level and keener showmanship than ever before. The advertiser and his agency have made their contribution by tapping new resources of ingenuity to make sponsored programs more palatable and effective than ever. This in turn has meant greater sales results and greater sales results in times like this inevitably mean greater use than ever of the air medium in the coming year.

DR. JULIUS KLEIN
Ass't. Secretary of Commerce

AS WE FACE the new year with its many perplexing problems, we are confronted with two paramount essentials which are indispensable to the acceleration of recovery from our prolonged miseries of the past three years. In both of these the radio industry is in a position to make notable contributions.

Every recovery period in our business history has been materially stimulated by the development of new products and new ideas. The radio has had much to do with the alleviation of the woes of the readjustments of 1921-22. In this far more serious situation it should play an even more vigorously helpful part along similar lines. Its resourcefulness as a vigorous young industry should stand the nation in good stead in the exploitation of its magic art, the limits of which seem to be as yet but faintly appreciated.

A second and in some ways even more fundamental element for recovery is the development of calm courage and sober determination on the part of the people. These spiritual elements of reconstruction are far from superficial incidentals; they are the absolute indispensables of any thorough-going effort toward national rehabilitation. Radio has had a truly tremendous part in maintaining our national morale thus far. This has been due to two of its inherent attributes: first, its swift nation-wide distribution of information; and, secondly, its equally far-flung contributions of entertainment, which, as I have already indicated, is by no means to be scored as of superficial inconsequence in such a grave trial as this.

These two contributions taken together have had much to do with the relative tranquility of our people throughout these dark years—a tranquility which stands out in sharpest contrast to the violence and passionate excesses of similar crises in the nineties, seventies and thirties. Radio, then, has both its responsibilities and its opportunities in this crucial period. In 1933 it will have them in even greater abundance than during any year of its young life thus far.

H. H. KYNETT
Aitkin-Kynett Co., Philadelphia

DESPITE business conditions, I think the 1933 prospects for broadcast advertising are excellent. Broadcast advertising has proved its adequacy and there is no let-up in the development of its technique.

I look for substantial improvements in commercial credits, particularly in relating them to the atmosphere of the program. The fact that dollar expenditures will be watched more closely than ever will tend to force progress in balancing commercial credit and performance to give advertisers adequate return and at the same time to assure the radio audience of more acceptable entertainment. I expect to see a material lessening of "bunk" in announcements and a sound development of specialized technique in programming.

All of this will redound to the credit of the broadcaster, who I think deserves much credit for his progressive and sympathetic attitude towards the problems of 1932.

DUDLEY LOGAN
Logan & Stebbins Advertising, Los Angeles

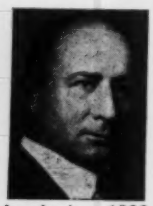
WE BELIEVE the business of broadcasting is showing two important trends which will still further increase the value of radio as an advertising medium during 1933. They are (1) electrical transcriptions, (2) use of "Direct Action."

With electrical transcriptions, national or intersectional advertisers may confine their broadcast to any areas desired; reach their listening audience at the most effective time (eliminating the difficulty caused by difference between eastern and Pacific coast time); offer superior talent, sound effects, etc., at lower cost per program—especially in the case of intersectional advertisers who share the cost of production with advertisers in other sections. Thus transcriptions eliminate waste and offer to advertisers the same flexibility and adaptability as newspapers.

Radio advertisers have found that broadcasting, with the use of contests, special offers and other merchandising tie-ups with the program, can produce as effective "direct action" results as heretofore they thought only magazines

or newspapers capable of. For instance, a merchandising tie-up which our agency developed for Signal Oil & Gas Co. with its transcription program "Tarzan of the Apes," built up a membership in the "Signal Tarzan Club" of 15,000 boys and girls in California within thirty days. To win prizes members sold Signal products to family, friends and neighbors.

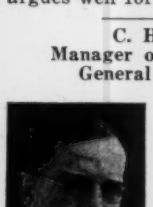
H. A. LAFOUNT
Federal Radio Commissioner



IN SPITE of an economic depression in the United States, the extent of which is still undetermined, our broadcast industry from all present indications is, and will continue to be during 1933, in a sound, if not entirely satisfactory, financial condition. Certainly if renewed advertising contracts and a host of brand new accounts for 1933 mean anything, it will be a most successful year for American stations.

It is noticeable that our largest industries are using radio extensively and it is significant that at least two nationally known companies are running two nation-wide programs simultaneously. It is also noticeable that these important national advertisers are putting on the finest programs the American public receive and are gradually awakening to a consciousness that a clever presentation of their advertising matter means a great deal more to them in revenues than a constant repetition of advertising in an uninteresting form. This argues well for 1933.

C. H. LANG
Manager of Broadcasting
General Electric Co.



DURING this first decade of broadcasting a thousand and one new problems have been met, and many of them solved. These unsolved problems must be tackled with courage and determination. For example, reliable data on the advertising effectiveness of broadcasting must be obtained through sound methods, such as the Crossley Surveys.

Broadcasting, recognizing as it does the great service of the American press, must find a way of harmonizing its program with that of the newspapers and news gathering associations. In a word, the broadcasting industry, despite its great achievements, must be humble, thinking of itself as only a little way along the road to its ultimate possibilities.

ROY J. McKEE
McKee & Albright
Advertising, Philadelphia

COMMERCIAL broadcasting has proven its advertising value—in good times and bad. Therefore, the business of broadcasting should show a sound, healthy growth in 1933 and succeeding years. To those advertisers who realize the tremendous possibilities of radio—and use it intelligently by keeping steps ahead of the pack—will go the greatest rewards.

The year 1933, however, will severely test the brains and ingenuity of radio management. Its problem will be to satisfy the advertiser's desire to see bigger returns quickly—and yet keep commercial broadcasting free of federal and State criticism and supervision.

ALFRED J. McCOSKER
Director, WOR, Newark
President, NAB

IN MY OPINION, the radio broadcasting business will continue to expand in 1933 because advertisers are demanding, to a greater extent than before, sound investment of every dollar spent in advertising. Advertising speculation or luxury is not present in 1933 budgets that have come under my observation.

Results from radio broadcast advertising have maintained the high percentages previously realized and in many instances have brought cost per inquiry down below previous levels.

Fair talent charges must be insisted upon by broadcasters, agencies and advertisers alike, lest inordinate program cost some day make economic use of the medium doubtful. This is not to be construed as an argument for anything but excellent programs, but instead refers to their cost. Radio broadcasting is now firmly established as an economic aid to business and I see a very bright future for it to maintain its place among other advertising media.

H. B. RICHMOND
President, General Radio Co.
Cambridge, Mass.

BECAUSE of General Order No. 116, 1932 will be known as the 50-cycle year. The large stations were already within this limit, but to the host of small stations the additional expenditures required were of considerable moment. Just as automobiles without suitable brakes are barred from the highways, it is reasonable that stations that may be a menace to other stations because of improper control should be refused rights on a crowded ether highway. While not a public utility, a broadcast station must operate for the public convenience and necessity. Public utility vehicles are required to have certain safety devices not required of private vehicles. Is it not then reasonable to require broadcast stations not only to stay on their assigned frequency but also to utilize their allotted power to its fullest advantage?

We expect to see it required that quality and output be maintained in a manner comparable with frequency stability. The large stations have been doing this for some time but for many of the smaller stations it is going to be a real course in engineering. Because of financial circumstances, we believe that these small stations are not going to welcome more rigid requirements, but when once completed they are going to find such expenditures excellent investments.

WILLIAM S. PALEY
President, CBS

THE PAST year in radio has contributed much to the realization that there is no sharp distinction between what is education and what is entertaining: the two, we have found, are often synonymous. There are numerous evidences of a quickened appetite for programs of an educational or semi-educational nature.

On the business side, there are indications that the upward trend, evident during the past few months in broadcasting business, will in all likelihood continue into 1933, and the outlook, I think, warrants a rather optimistic attitude. There are many encouraging signs of renewed business activity.

Among the evidences of a busy year is the amount of new program building now going on in the studios. In this activity both sponsors and broadcasters are following the trend of the past several months in bringing before the microphone entertainment of highly varied, quickly paced character. In commercial programs there is a growing tendency to shorten the time allotted to advertising.

OSWALD F. SCHUETTE
Copyright Director, NBC

THE CAMPAIGN of 1932 gave radio its greatest opportunity. In it, the broadcasters of the United States demonstrated the irreplaceable value of their public service. There is no other influence in the nation that wields so great a power as that of a united broadcasting industry. The 100 per cent cooperation which the broadcasters of the United States have revealed in their united defense against copyright racketeering promises well for a united front on all questions in 1933. The future of broadcasting depends on effective cooperation.

PAUL W. MORENCY
Manager, WTIC, Hartford

THE YEAR 1932 has been a critical one in the broadcasting as well as in other industries, but we can now safely say that the broadcasters have come through and look forward with very bright prospects to the year 1933.

The increased knowledge which the advertisers using radio have gained in the past years is now making it possible for us to present sponsored programs in a manner which is both effective and pleasing. We no longer have the constant struggle with our clients to impress on them the necessity for producing programs which are entertaining besides being business getting.

During the past year radio has added to its knowledge in the production of dramatic programs and has certainly progressed rapidly in the production of comedy.

With the increased business which is now on our books and which is projected for 1933 we can look forward to that year knowing that we will have more money with which to build our programs so that the radio audience will become increasingly dependent on this form of entertainment and service.

DAVID SARNOFF
President, RCA

INDUSTRY has much ahead of it in 1933 in the way of scientific study, fundamental planning, shortened hours of labor and plant rehabilitation. The widespread attention being given to these and related questions is in itself a hopeful sign, but it by no means assures trade revival unless there is the cooperative assistance of a great many elements in our industrial, social and political life.

Radio broadcasting had unusual opportunities during the past year to demonstrate its value to the public. The entire nation sat at the speaker's table during the great political convention and perhaps in no previous presidential campaign were voters more intimately acquainted with the full campaign utterances of the respective candidates. International broadcasting was established as a reliable service. New apparatus, marking distinct technical advancement, was introduced in communications and broadcasting work.

HARRY SADENWATER
Manager, Engineering Products Division
RCA Victor Co.

TECHNICAL developments introduced in the year just coming to a close will inevitably influence the trend in broadcasting station operation in the new year. There are four factors which will influence the success of a station. They are frequency, power, quality of transmission and program material. Since frequency and power are specified by the Federal Radio Commission, it is obvious that progress lies in improving the fidelity of the transmission and providing better, more dependable service to listeners.

From microphone to antenna notable progress has been made recently in stepping up the efficiency and quality of transmission which cannot fail to be reflected in 1933. The introduction of the so-called Velocity Microphone of the ribbon type offers a radical improvement which as the starting point, raises broadcasting to a new standard of quality. High quality speech input equipment designed to realize the fullest potentialities of the new microphone has also been developed. Further improvements in the design of the transmitter with an eye to increasing transmitting efficiency while lowering maintenance costs may be confidently expected in the near future.

W. J. SHINE
The Geyer Co., Advertising
Dayton, Ohio

A SUMMARY of the possible radio plans of our clients for 1933 would line up about as follows:

1. All clients who used radio in 1932 will be back on the air again in 1933. One exception to this is one firm who have not yet approved an advertising budget, but

if they do approve an expediture, it will include radio.

2. Several of our clients who have never used radio are seriously considering it for 1933 and undoubtedly several of them will use this medium.

3. New clients who are not only new clients, but new advertisers, also will go on the air.

If broadcasting in general for 1933 follows the general prospects for broadcasting by our clients, then I would say that radio will have a twenty to twenty-five per cent increase in billing for 1933.

W. D. L. STARBUCK
Federal Radio Commissioner

BROADCASTERS should look forward with confidence to the coming year. Having weathered a severe period in which their ability and ingenuity have been taxed, the experience should contribute much of value. There are hopeful indications that the individual is coming to think more in the terms of the industry rather than in terms of his personal and peculiar problem. This will do much to keep United States broadcasting in its leading position.

LEO B. TYSON
Manager, Don Lee System

RAPIDLY improving business conditions on the coast indicate that 1933 will witness a marked increase in the volume of radio advertising. Both local and chain advertisers are already making extensive radio plans and many of them have already established increased broadcasting budgets. Despite adverse conditions, radio has, from the standpoint of tangible results, come through during the past year with flying colors and with this confirmed confidence on the part of advertisers, one can draw no other conclusion but that radio is on the up, and approaching a period of unparalleled commercial success. Television should make its long awaited entrance during 1933 which will unquestionably furnish a definite impetus to broadcasting generally.

GLENN SNYDER
Manager, WLS, Chicago

I SEE no reason to believe that 1933 will not show continued and further progress in the business end of broadcasting. The fact that radio justifies a place on most advertising schedules is each year becoming better established in the minds of advertisers and their agents and it becomes an accepted medium in more and more advertising plans each year.

In our own case, 1932 has shown a very gratifying increase over 1931 and the outlook is for a still further increase in 1933. Mail response from listeners likewise is constantly increasing, with 1932 thirty per cent ahead of the preceding peak year.

We believe that naturally the greatest advertising benefits in 1933 will accrue to stations that best serve their listeners' interests. The value of any advertising medium is directly predicated upon the confidence of its audience be they listeners or readers. Advertisers have always appreciated that the medium which realized its first responsibility was to its audience constituted the best advertising value. Stations which recognize this responsibility as fundamental and primary will find their value to advertisers greatest and their volume of advertising in 1933 greater.

Advertising results follow "reader interest."

NILES TRAMMELL
V. P., Chicago Division, NBC

IT IS MY belief that radio broadcasting is the one most important weapon that American business is using and will continue to use in 1933 in the winning war on depression.

All experts agree that greater resumption of buying is the most needed development. It is my opinion that through the medium of radio, purchasing will be accelerated to a greater extent by well planned radio campaigns than by any other method. This opinion is based on my faith in the power of advertising generally.

Statistics show us that radio is the one thing that people have not eliminated in these times of depression; that there are more broadcast listeners today by far than in the boom days of '28 and '29. The logical way to reach these people, therefore, is through the radio receiving set.

WALLACE W. WHITE, Jr.
U. S. Senator from Maine

THE BROADCASTING situation in this country will be little affected during the coming year by new legislation. International agreements and administrative changes required thereby may, however, have important effects. The convention just signed at Madrid enlarges the broadcasting band. This proposal approved by broadcasters arouses the antagonism of the mobile interests and especially those making use of the marine services. Conflicts between other interested groups may result from this convention. Another significant international event is the anticipated North American Conference for the consideration of a regional agreement with respect to the broadcasting frequencies. The importance of such a conference and of its work cannot be overstressed.

I think we may look forward to continued improvement in broadcasting technique and in the character and appeal of the programs which the broadcasting system of our country carries to so many millions of our people.

New Montreal Unit

HENRI GONTHIER, son of Georges Gonthier, auditor-general of Canada, is director of CKLP, the new broadcasting station scheduled to start operation Jan. 1 in Montreal and owned by LA PATRIE, French language daily. Studios are in the Sun Life Building.

RADIO FLASHES ON BEER ISSUE

WIL, St. Louis, Broadcasts Daily News by Washington Correspondent; Commercials Interested

Mr. Hendry

THE FIRST instance of a broadcasting station supplying its listeners with regular news dispatches furnished by an accredited Washington correspondent is reported by WIL, St. Louis, which has engaged the services of William C. Murphy, Jr., member of the Washington staff of the PHILADELPHIA PUBLIC LEDGER and an outstanding newspaper and magazine writer, to cover current activities in Congress on legislation pertaining to the Eighteenth Amendment.

The feature started early in December and has proved so popular that it is likely it will be continued as a daily feature whenever Congress is in session, according to A. B. Hendry, WIL commercial manager. Each day, the correspondent files via Postal Telegraph a report to WIL at a stipulated hour so that it can be whipped into shape immediately for a scheduled broadcast.

The action of WIL in covering possible modification of the Volstead Act was brought about by the tremendous interest in the matter in the St. Louis district, where Anheuser-Busch, one of the world's largest breweries, is located. The broadcast is plugged several times each day, calling attention to the time when it will be given that evening.

As an instance of the astute manner in which advertisers have become accustomed to listening to programs for possible sponsorship, two telephone calls were received after the first broadcast, asking that salesmen be sent to discuss terms of sponsorship. One of these firms is preparing now to make the broadcast a part of its merchandising plans and has bought sponsorship.

The broadcast gives both sides of the modification question opportunity to voice their beliefs. Among those who have been interviewed in Washington by the correspondent are Representatives Dyer and Cochran of St. Louis.

"The unusualness of the broadcast," said Mr. Hendry, "has greatly impressed the entire staff of WIL, who have been watching closely for indications of its degree of success. More personal comments have been received by members of the staff concerning the broadcast than of any other single feature inaugurated by the station for some time."

Networks Climb Slowly Out of Summer Slump; November Shows Gains

CONTINUING slowly but steadily their climb out of the summer depression, the two major network organizations showed slightly increased revenues during November over October. Their combined incomes from time sold during November amounted to $3,059,848, as compared with October incomes of $3,035,631. The November figure, however, is still considerably below the November, 1931, income of $3,504,817.

For the first 11 months of 1932, the figure nevertheless reaches a new record high of $36,101,093, which compares with $32,192,342 during the same eleven months of 1931. This is attributable chiefly to the strong showings made during the first four months of 1932.

National Advertising Records shows that NBC during November had an income from time sales of $1,953,953, which compares with $2,475, 908 during November, 1931. CBS in the same month had an income from the same source of $1,105,895, which compares with $1,028,912 in November, 1931.

Increases were shown over October in the clothing and dry goods, drugs and toilet goods, jewelry and silverware, oils, machinery, radios and musical instruments, soaps and housekeepers' supplies, and travel and hotels classifications.

Decreases under October were shown in the automotive, tobacco, financial and insurance, foods and food beverages, house furnishings, paints and hardware, shoes and trunks, etc., stationery and publishers and miscellaneous groups.

Printing and Publishing Trade Still Far Ahead Of Radio, Cheek Shows

THAT radio's $75,000,000 to $100,000,000 annual business is still a bagatelle by comparison with the printing and publishing business is evidenced by the U. S. Census Bureau's recently issued report on the census of manufacturers for the printing and publishing business in 1931.

It shows total receipts in that year were 20.1 per cent below those of 1929, yet they reached the sum of $2,167,621,196, as reported by 10,131 newspapers, 11,623 book and job printing plants and 103 music publishers. The total receipts were made up as follows:

Newspapers and periodicals: subscriptions and sales, $423,240,468; advertising, $866,428,584.

Books and pamphlets: $146,089,257.

Commercial printing: general job printing, $523,995,641; newspapers and periodicals printed by others, $70,407,858; books and pamphlets printed by others, $85,913,025; composition sold to trade, $25,451,863; ready prints, $3,472,737.

Sheet music and books of music to the value of $12,190,954 were published in 1931, a 26.3 per cent decline from the $16,537,747 reported in the last preceding census of manufactures of 1929.

Station and Agency Cooperation Urged

Careful Credit Examination, Cash Discounts Advised; Program Control Held Best With Broadcasters

By FREDERICK R. GAMBLE*
Executive Secretary
American Ass'n. of Advertising Agencies

Mr. Gamble

ONE OF the first things we in the agency field feel is needed is concerted action on your part and ours. I don't know of a better time to talk of concerted action than immediately following the fine report of Mr. Bellows on the work of his legislative committee because it illustrates you must act concertedly if you are to prevent further government regulation. It is in the offing for all advertising. And we must regulate ourselves—you in your stations and we in our shops—if we are not to have government regulation. That is the doctrine we are preaching among agencies, that they must act jointly to prevent further government control.

The first sequel of concerted action on your part and ours is a cooperation in all radio matters. Last spring when the Radio Commission investigation was disturbing us all, our associations worked together to furnish an answer which would forestall some of the projected legislation. At our annual meeting last spring we invited Senator Dill and Rep. Davis to address the radio section. We also invited officers and members of your association. Such contacts gave broadcasters the agency point of view and the agencies an understanding of the type of thinking that goes on in Washington.

Problems Realized

OUR AGENCIES understand better than before the problems of government supervision which you face. We all know that you are constantly threatened by Congress with new types of legislation, that you have been for a good many months past in negotiation with the owners of copyrights as to what fees and charges they are entitled to. We are somewhat concerned because some of those charges will undoubtedly be passed on to the advertiser and some of them will be assessed direct.

We are also aware of the importance of the Radio Commission. During the last year we have come to see how closely is supervises everything that is broadcast. In that connection, there is one point which I would like to emphasize—that agencies generally want the control of agency programs to be right where it is—in your hands. They want to be told when programs are not acceptable and they want the suggested changes made. The agencies will fight for the inclusion of everything that will suit the commercial purpose of their clients, but the final word on what should be in the program is certainly in the station's hands.

Responsibility of Staticns

THE CONTROL of programs carries with it a large part of the responsibility for improvement of programs. I know I have listened to some agency programs of which I was ashamed. There are probably other programs of which we all were ashamed. It is that type of program, some under bad auspices, which it is easy to accept in these times when every dollar of business is hard to get that gives incentive to regulation from without the industry.

Some of the things which stations have learned about agencies, and are learning, include, first of all, the question of sole liability. Why is it the station must be solely liable? Why can't it go back to the advertiser. The great danger lies in double liability for the advertiser. If, after the advertiser has paid the agency, the agency goes broke and the station should go back and demand second payment from the advertiser, you can see it would soon greatly reduce the volume of advertising.

I believe there is a proposal now which is going to be considered by your board of directors for a more careful scrutiny of agency credit. We sincerely hope you decide to extend credit only to those agencies that deserve it.

Re Agency Recognition

CLOSELY tied up with the question of credit is that of agency recognition. It would be an extremely welcome thing to all agencies in our association if NAB recognizes only qualified advertising agencies. It is not possible for us to exert any control legally over who shall form an advertising agency.

If the question of recognition is understood to include only the payment of agency commissions and does not include credit, it might simplify the problem which you are working on. I think you might also find in these times that the payment of a cash discount would facilitate your collections. About

(Continued on page 27)

*Excerpts from speech before recent convention of NAB in St. Louis.

MAYOR OF RADIO CITY—S. L. "Roxy" Rothafel, director of Radio City theaters, offered the first of a series of Sunday programs by Roxy's Mammoth Symphony from the stage of the new Radio City Music Hall Christmas Day. On New Year's Day, Leopold Stokowski was to conduct.

Two Agency Me
On A. N. A. Survey

Gannon and Haring Named
KSTP Joins Movement

APPOINTMENT of Charles Gannon, of Erwin, Wasey & Co., and Chester E. Haring, of Batten, Barton, Durstine & Osborn, Inc., as members of the governing committee of the Cooperative Analysis of Broadcasting is announced by the American Association of Advertising Agencies, which named the committee men at the request of the Association of National Advertisers.

Other members of the committee are: D. P. Smelser, Proctor & Gamble, chairman; N. B. Stetler, Standard Brands, Inc., and C. H. Lang, General Electric Co.

Station Subscribes

ANNOUNCEMENT was also made that KSTP, of St. Paul, is the first broadcasting station to join the movement which is nearing the end of its third year. The Cooperative Analysis of Broadcasting had its inception in a pioneer study of radio made by the Association of National Advertisers in 1929, the results of which were carried in a booklet entitled "The Advertiser Looks at Radio".

As a result of the finding that advertisers knew very little, if anything, about radio, the radio committee of the A.N.A. engaged Crossley, Inc., research organization, to make a survey of how many sets are in use throughout the day, who is listening, what programs are most popular, and what stations have largest audiences.

Much Data Collected

FROM the information collected data is now available on listening habits by sex, age, income groups and sections of the country. Through the investigation, a monthly ranking of program popularity is obtained for approximately 400 leading radio broadcasts.

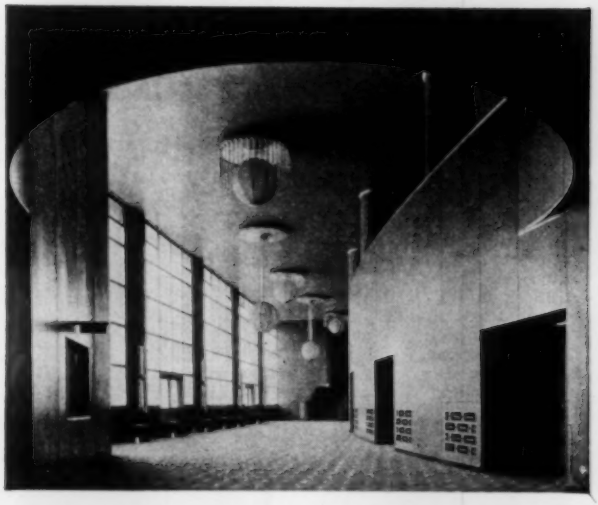
The work will complete its third year in February, at which time there will have been made more than one-quarter of a million personal interviews, nearly a million mentions of stations and nearly a million mentions of programs. Each year's work is based upon 96,000 calls on American homes, the calls being scheduled so that the work is based on 168 days out of the year, the days being evenly distributed throughout the whole year.

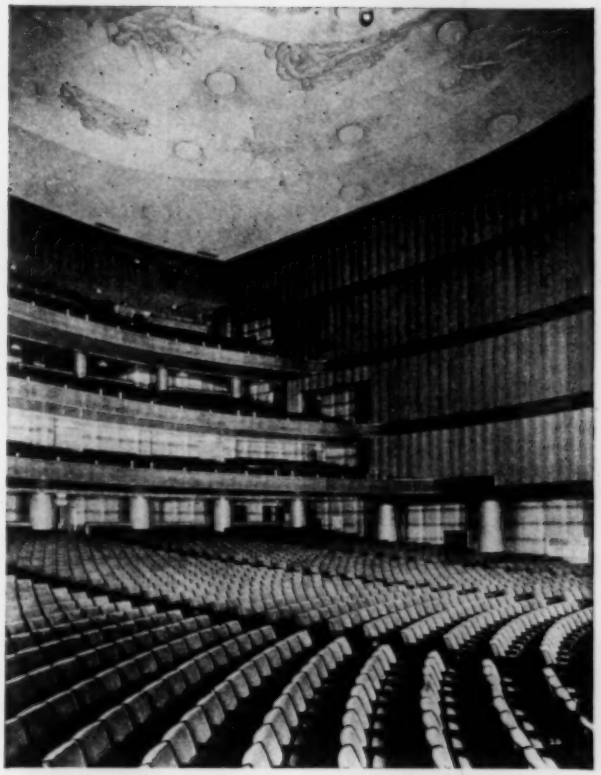
The first year's work was financed entirely by national advertisers. In the second year, participation was open to agents by advertising agencies. Thirty-five leading advertisers and agencies are now participating.

WLW Adds Red

WLW, Cincinnati, which has been a mid-west outlet for the NBC-WJZ network programs, has added outstanding features of the WEAF network because of its extensive coverage.

RADIO CITY





Views of the New RKO Roxy Theatre. Left, Above, the Exterior; Right, Above, the Lobby, Whose Stream-Lines are Decidedly Sea-Going; Below, the Oval Auditorium, Showing the Staggered Mezzanines and the Wood-Panelled Walls

(Reproduced by courtesy of MUSICAL AMERICA)

THEATER UNITS OPENED

CONCEIVED in the fecund minds of Merlin Hall Aylesworth and S. L. (Roxy) Rothafel during a casual luncheon a few years ago, and carried through with Rockefeller financing, the first units of the most magnificent building enterprise in modern times—Radio City—were opened to public gaze and wonderment as the year 1932 was being ushered out. The initial units are the theaters. The 70-story structure that will ultimately house the offices and studios of NBC and its parent company, RCA, is also much in evidence in Rockefeller Center, but its interior finishing is far from done and it will be spring or summer before those companies move in.

Music Hall, the colossal theater seating 6,200, designed for variety shows, was opened with gala ceremony the night of Dec. 27. Two nights later the RKO Roxy, the large motion picture theater unit, with a seating capacity of 3,700, was dedicated. Both theaters are modern in the extreme, though simplicity and comfort are the reigning motifs. Growing out of radio, indicating the intimate relationship prevailing between radio and its allied arts, the theater units furnish massive and silent but eloquent tribute to the hold that radio has upon the amusement arts.

Radio personnel, indeed, are manning these initial enterprises of Radio City. "Roxy," who is director of the theaters, earned his national reputation on the radio, though his experience in show business dates back 23 years. Erno Rapee left NBC to become musical director of Radio City, and has two symphony orchestras under him—one of 100 pieces in Music Hall and one of 50 pieces in the RKO Roxy Theater.

Mr. Rapée's staff includes 12 men. Conductors include Joseph Littau, for more than three years conductor at the original Roxy Theater; Charles Previn, director of the original Camel Hour on NBC-WJZ and more recently with the St. Louis Municipal Opera; Macklin Marrow, conductor and composer, and others of note.

Leon Rosebrook, staff conductor for NBC and formerly director of the Municipal Chorus School of the St. Louis Municipal Opera, is chorus director for both theaters.

In charge of the radio broadcasts from the studios in Music Hall is Leo Russoto, who served in the same capacity at the old Roxy Theater.

Sponsor Hires Hall

THE CHAMBER music hall of the Carnegie Hall building, New York, has been engaged for the Buick-Pontiac-Oldsmobile Sales Company's weekly Pontiac programs over 58 stations, featuring Colonel Stoopnagle and Budd, so that an audience of 500 persons can attend each performance. The first program was heard Wednesday, Dec. 28, at 9:30 p. m., but all future programs are to be heard Thursday nights, 9:30 p. m. This is the first CBS program to be presented with so many spectators. The chamber music hall had to be remodelled for radio purposes, its stage being enlarged to accommodate the 45-piece orchestra and 20-voice chorus also on the program.

NAB Progresses

PROGRESS is being made by the NAB board of directors toward fulfillment of the projects adopted at the recent St. Louis convention designed to bolster the industry, according to A. J. McCosker, director of WOR, Newark, and president of the NAB. Mr. McCosker indicated that an announcement shortly will be made setting forth details. A meeting of a committee of the NAB board was held in Philadelphia a fortnight ago, at which the plans were considered.

PRESIDENT HOOVER, speaking 23 times, heads the list of 423 government officials who delivered more than 1,000 speeches on NBC networks during 1932.

Mobilizing All ASCAP 'Victims' To Force Reasonable Royalties

Broadcasters, Hotels, Restaurants, Dance Halls, May Unite; "Educational" Material Sent

PLANS for mobilizing all of the so-called "victims" of the copyright royalty demands of the American Society of Composers, Authors and Publishers, including broadcasters, hotels, restaurants, dance halls, amusement parks and other performers of music, are being fostered in an effort to bring about "fair and reasonable" royalties.

Having forced a contract with broadcasters whereby they will pay vastly increased revenues for the use of copyrighted music, it is reported that ASCAP now is working out increased rates for other performers of music for profit whether they be music halls having their own orchestras or barber shops picking up music on radio receivers. In the case of amusement parks, it is reported that ASCAP has demanded about three times as much as they formerly paid.

Federal Agencies Inquiring

MEANWHILE, both the Department of Justice and the Federal Trade Commission are inquiring into the corporate setup and activities of ASCAP to ascertain whether it is a combination which violates the anti-monopoly laws and whether it is guilty of restraint of trade. These inquiries are direct outgrowths of the controversy between broadcasters and ASCAP provoked by the new contracts allegedly forced upon the broadcasters which boost music royalties by some 300 per cent, based on present revenues.

The federal agencies, it is understood, are not only studying ASCAP activities, but are inquiring into the functions of the Music Publishers Protective Association, which is made up of approximately the same group of publishers who serve on the ASCAP board, and which grants licenses in the recording and transcription field. These licenses are held necessary by MPPA on the ground that they are for public performance, but it is stipulated that the records can be played only by stations having ASCAP licenses.

Double Royalty Hit

IN SOME quarters it is argued that the MPPA license is illegal since it works as a double-royalty in cases of broadcasting stations which already are ASCAP licensees. The MPPA charges a flat fee of 25 cents per number per record on ordinary music, and 50 cents for restricted numbers. The suggestion has been made that the 50 cent fee could be avoided if advertisers, in making transcriptions, would not specify numbers on the restricted lists.

Oswald F. Schuette, director of copyright activities of the NAB, sees a great deal of merit in unified action of all performers of copyright music against ASCAP. In a bulletin to all broadcasters Dec. 28, he urged them to contact the hotels, restaurants and other performers of music in their localities and cooperate with them. He also suggested that they notify their delegations in Congress of their grievances because such complaints would find their way to the Department of Justice and Trade Commission.

Frank A. K. Boland, general counsel of the national hotel men's trade association, has asked all his members to do nothing whatever about the new demands of ASCAP for royalties until he advises them. Mr. Boland testified before the House Patents Committee last year in opposition to ASCAP, and its demands for royalties on every receiving set in hotel rooms, besides regular orchestra copyright royalties.

Schuette Reports Progress

MR. SCHUETTE pointed out that dance halls, night clubs, and the like, that have orchestras, pay the ASCAP royalty direct, just as in cases of broadcasting stations. But small business establishments, like drug stores, barber shops and bootblack stands that pick up the music on receivers are in an entirely different position. He suggested that in such cases, the proprieters get in touch with the manufacturers of the sets they use. The Radio Manufacturers Association, consequently, would become a vitally interested party, since ASCAP royalty demands from such sources will definitely affect set sales.

Definite results are being realized from the campaign of resistance against ASCAP devised by Mr. Schuette. He reports word from many broadcasters endorsing his ban on "song plugging" and restricted numbers. In line with his second proposal, construing various clauses of the copyright contracts in a way that works to the benefit of the broadcaster, he declared many stations are revising their systems of accounting to take advantage of the suggestions. Among other things, Mr. Schuette brought out that, as he construed the contract, it provides for the payment of the 3 per cent royalty (during the first year) only on money "actually paid" the station for sale of "time on the air." He suggested therefore, that stations should not sell "time on the air" as including anything except actual use of the microphone and the carrier wave. All other services, he advised, should be charged separately and the books of the station should be kept accordingly.

Advises on Commissions

ON THE AGITATED subject of commissions, Mr. Schuette interpreted the clause to mean that a sum, not exceeding 15 per cent, may be deducted from the month's aggregate of sales, and not that the 15 per cent limitation falls on the individual items. Further, he said the contract refers specifically to "advertising" commissions, and that therefore it has nothing to do with the charges made by the brokers, provided they have been deducted before the money is "actually paid" to the station.

Broadcasters received a dose of copyright information from ASCAP itself during the last fortnight, when E. C. Mills, ASCAP general manager sent to "all licensed stations" a four-page circular letter together with a catalogue of ASCAP-affiliated composers, containing some 50,000 listings of American and foreign composers and other pertinent information.

In his letter, Mr. Mills said it was his desire to "contribute all we possibly can toward a thorough understanding" of the copyright situation. "We consider your group as our best customers and we are anxious to give you every possible service under your license with us", he stated.

Other Copyright Groups

MR. MILLS pointed out that there are many copyright owners not affiliated with any society, and because of this the broadcaster may not safely assume that the copyright owner is willing that his works shall be publicly performed for profit without license. Besides ASCAP, he said, other copyright agencies functioning in the United States are Associated Music Publishers, Inc., New York; Elkan-

(*Continued on page 26*)

Stamps on the Air

PHILATELISTS in Philadelphia and vicinity get a break now in the Uncle Wip broadcasts over WIP-WFAN every Wednesday from 7 to 7:30 p.m. G. A. Henhoeffer, philatelic authority, gives talks as a round-the-world itinerary is followed. Novel sound effects are employed to create atmosphere of the places visited.

Radio ASCAP Chief Source of Income; How $1,971,000 Budget Was Divided

"Fortune" Article Recounts "Business Sentiment" Setup Of Copyright Group; Tells How Songs are Plugged

WHITHER go the moneys that are paid into the yawning coffers of ASCAP? This question is partially answered in the January FORTUNE, which carries an article titled "5,000,000 Songs," purporting to disclose the inner workings of America's major copyright music pool.

The article somewhat sardonically calls radio ASCAP's "dearest friend and severest critic," but adds that "radio and every other hardheaded industry would find it difficult to understand an organization which represents so curious a blend of business and sentiment." Though the article may leave the impression that all is well within the Society's own ranks, and that the division of spoils by its committees of songwriters and publishers is satisfactory to all, it is otherwise a fair appraisal in general of the Society's workings.

It shows that ASCAP's 1931 budget amounted to $1,971,000, of which radio furnished $939,000; motion pictures, $665,000; dance halls, $135,000; hotels, $89,000; restaurants, $79,500, and parks, carnivals, circuses and steamships, $63,000.

This income was expended as follows: divided among 700 authors and composers, who are classified in 14 categories according to vogue and popularity of their songs, $643,500; divided among 100 publishers, $643,500; indigent, outmoded composers, $96,600; foreign composers, authors and publishers, $96,600; reserve fund, $96,600, and operating expenses, $394,200.

The classifications of composers and divisions of income are done by the composers' own committee of 12, and this is where the "curious blend of business and sentiment" enters in. The article shows that the Class AA, most active and highest-paid list, included 51 writers who got $5,000 each. Among these are Irving Berlin, Rudolf Friml, Sigmund Romberg, George Gershwin, the estates of Victor Herbert, John Philip Sousa, et al. Class A paid some $4,000 to such as Fritz Kreisler, Al Jolson, et al. But most of these men, it is stated, get their real incomes out of productions using their songs and some, like Berlin and Kern and Donaldson and Gershwin and De Sylva, Brown and Henderson, have substantial interests in publishing houses which produce their songs.

The history of the Society is traced in the article, and personal sidelights furnished on Victor Herbert and Gene Buck, who really organized it, and Edwin Claude Mills, who is "heading the fight against radio." The plaint that radio has cut sheet music sales is again aired, but radio is quoted as refusing to take the blame for a business that "started downhill before the days of broadcasting." Radio is credited with reviving more and more old songs and, though blamed for "plugging" popular ones to untimely deaths, it is shown as a chief medium for promoting the popularity of songs.

"Band leaders," says the article, "are the ones who plug songs now —Rudy Vallee, Paul Whiteman, Guy Lombardo, Ben Bernie, Wayne King, George Olsen, most of whom have up-to-date business offices which publishers' touts besiege. The ASCAP frowns on the custom of paying these men to plug songs but the custom persists. The system is slightly different from what it used to be. Now if an orchestra leader will play a song night after night the publisher will often cut him in on the song's royalties. Just the same the elevators in broadcast studios carry up many publishers' hireling, daily with tendollar bills in their pockets ready to slip to people who will do their songs."

Department Store Features Children

Any Child Eligible to Take Part in Weekly Broadcast; Sales Prove Success of Enterprise in Cleveland

By GLEN F. RITTENBURG
Account Executive
WGAR, Cleveland

TAKE the universal appeal of children to the human heart, let those children perform before a microphone, add a dash of sales promotion and you have a radio idea with few equals in commercial possibilities and results.

The Bailey Co., operating three department stores in Cleveland, accepted this formula compounded by the WGAR merchandising department some nine months ago. Week after week, interest and value attached to the Children's Hour grow for the sponsor and the station.

Stage Set at Store

THE PROGRAM goes on the air between 10 and 11 o'clock every Saturday morning from the children's department of the downtown Bailey store. A stage with all the fittings has been set up for the broadcast studios, and back of the footlights are seats for several hundred people, including admiring parents, relatives and friends of the participants.

Any child between the ages of 2 and 12 years is eligible to appear on the program. He or she may sing, recite, play a musical instrument or dance. And if you don't think considerable talent and many budding artists are discovered in these appearances, you have another guess coming. But good or not so good, the fact remains that children on the air cast an appeal over grown-ups that can't be denied.

No Rehearsals

CHILDREN qualify for these appearances by registering at the store, and there are always several hundred awaiting their turn. Some twenty appear in every weekly program. The first case of "stage fright" is yet to be reported. There are no rehearsals. Everything is spontaneous and natural.

Clyde Wood, WGAR favorite among Cleveland children, acts as "Uncle Clyde" and master of ceremonies. Rarely does Clyde walk down Euclid Avenue without being hailed by some alert bright-eyed youngster. They know and remember him just as they know and remember the Bailey store.

Each weekly program is a contest, and the radio audience votes by letter direct to the store on the best act put on by a boy and the best act by a girl. The two winners receive certificates good for $10 in trade at any department of the Bailey store.

Sales Reflect Popularity

HUNDREDS of votes pour in weekly. Competition is keen. The boys and girls work for their votes before and after the broadcast in a manner that would put a ward politician to shame.

A few short announcements of Bailey specials are sandwiched in between some of the children's acts. Records show these are business pullers. One week the luggage department was practically sold out. In a month, advertised merchandise in the bedding department was gone. Nine bicycles were sold as the result of one announcement.

But more important, these children, future citizens of Cleveland, never forget the Bailey Co. They bring their parents, relatives and friends to the store. Thousands are made "Bailey conscious."

It is interesting to note that the success of these programs has caused the idea to spread to other cities. The show is too much of a "natural" to miss as a good-will builder and sales promoter.

PART OF CROWD of children witnessing the special WGAR "Children's Hour" program sponsored by Cleveland department store organization.

Three Audiences Reached by Store

THREE TYPES of listeners, each having a different program taste, are sought by WSYR, Syracuse, and Edward's Store, also of Syracuse, in a series of broadcasts just started. The three audiences are the children, young women and men.

A children's program, with a complete juvenile cast, is presented each Saturday morning from the store's auditorium. "Famous Faces," an analysis of the beauty of noted women, is offered to attract young matrons and girls. The third program, broadcast on Sunday evening, is a first-hand account of the International Hockey League contests and is intended to attract the men.

The programs were planned by E. S. Barlow, advertising manager of Edward's Store, and Howard C. Barth, general manager of WSYR.

Canada Dry Drops

CANADA DRY ginger ale, featuring Jack Benny and Ted Weems' orchestra on CBS Thursday and Sunday nights goes off the air Jan. 26. Various reports are current as to the reason why the account is going off. One is a conflict between Jack Benny and Sid Silvers. The latter acts as Benny's stooge on the programs and writes the material. Account is handled by N. W. Ayer & Son, New York. Jack Benny last week notified NBC of his willingness to accept a program on that network and NBC is now trying to sell him along with George Olsen's orchestra and Ethel Shutta, the same combination that Canada Dry featured while on the CBS network.

Census Data Tabulated By Agency In New Book

A COMPENDIUM of official statistics gathered by federal enumerators in the 1930 census, covering data available for cities of 100,000 or more, has been issued by E. Katz Special Advertising Agency, New York, which is marketing the volume for $2.50. This 37-page book represents "a sincere effort to compile in convenient, usable form all the information the recent census has made available for the use of people interested in merchandising and marketing to the American public."

The tables show population of the cities and its composition, homes and home ownership, homes by value and rental, families with radios, telephone and electricity and their income tax returns, retail and wholesale sales. The second part breaks down these figures by sections. This is an important book to radio executives for calculating potential markets and purchasing power.

RMA-NAB Parley

BELIEVING that reception can be improved through elimination of "hum" said to exist in broadcast transmitters in various parts of the country, the Radio Manufacturers Association has asked the NAB to cooperate in a joint conference of engineers of the two organizations. Reports of this interference, the RMA announces, have been considered by its engineering division, which believes that cooperative measures by stations and set manufacturers can correct the conditions to the benefit of both stations and set dealers. The proposal will be considered at the next meeting of the NAB board.

Hearst Papers Sponsor World's Disk Programs To Aid Local Circulation

HEARST newspapers will launch an ambitious series of musical-dramatic transcription programs during the week of Jan. 1 over a large list of selected stations with the avowed purpose of boosting the circulations of each of the 17 papers. World Broadcasting System is handling the contract, which is reported to be for 52 weeks.

Outstanding features from the AMERICAN WEEKLY, Sunday supplement of the Hearst papers, will be dramatized. Two 15-minute periods a week will be used, the nights to be selected by local Hearst editors and advertising managers.

Programs will range from grand opera to jazz in musical background, while the drama will include murder trials, romances, historic events, and scientific achievements.

Raoul Marle, former film director now associated with World, will direct a cast that includes such celebrities as Conway Terrle, Bert Lytell, Lou Tellegen, William Gaxton, Paul Muni, Mary Duncan, Katherine Renwick and Martha Attwood of the Metropolitan Opera Company. Gustave Haenschen will plan and direct the music.

Sponsor's announcements will vary with each locality so as to feature local papers. Commercial messages will be limited to 45 seconds about a minute before the program closes.

Huge Coffee Campaign Committee Is Appointed

NINE MEN comprise the committee appointed to direct the $1,000,000 cooperative coffee campaign recently authorized by the National Coffee Council of Brazil. The campaign will be handled by N. W. Ayer & Son, Philadelphia, and will use radio among other media. Four were chosen from the Brazilian-American Coffee Promotion Committee and four from the Associated Coffee Industries of America, while Berent Friele, president of the American Coffee Corp., represents both groups.

The other committee members are: Sebastiano Sampaio, Consul General of Brazil; David N. Walker, Arbuckle Brothers; James F. Brownlee, General Foods Corp.; W. Miles Ryan, Ryan Coffee Co.; Travers Smith, Standard Brands, Inc.; Carl Stoffregen, president of Steinwnder, Stoffregen & Co.; Theodore Pfeil, Hard & Rand, Inc., and L. Boardman, William S. Scull Co.

New Radio Producer

RADIO PRODUCTIONS, Inc., a new agency offering complete production, audition and rehearsal studio facilities, has opened studios and a little theater to be known as "Radio Playhouse" in the Beaux Arts Bldg., Eighth and Beacon Streets, Los Angeles. The playhouse has a seating capacity of 550.

Special Authority Conditions Set Up

Commission Limits Stations in Extra-License Operation

SPECIAL authorizations for broadcasting stations will be granted hereafter only when applications are filed at least 10 days in advance and when certain other conditions are complied with under a ruling announced by the Radio Commission Dec. 20. In a circular to all stations, James W. Baldwin, Commission secretary, explained that because of the great increase in such requests the Commission had decided upon the new procedure. The circular follows in full text:

A great many requests are received by the Commission for special authorizations to permit the operation of stations in a manner and to an extent which are at variance with the terms of existing licenses. Because of the increased number of such requests and the consideration that must be given to the need of such extended service and to the question whether the granting thereof might adversely affect the listeners residing in the normal service areas of other stations, the Commission has adopted the following procedure which must be adhered to by all applicants:

1. Applications for special authorizations must be made by the licensee.
2. Applications for special authorizations must be received in the offices of the Commission at least ten (10) days previous to the date for which the authorization is requested.
3. Applications made by "Limited", "Day", "Part Time", or "Specified Hour" stations must be supported by the consent of the dominant station or the station with which the applicant divides time. Consents must be received by the Commission direct from the stations giving them and must show whether the consent is for simultaneous operation or whether the station giving the consent is giving up the time sought by the applicant.
4. Applicant must show the public need for such authorization.

Approval by the Commission will not be given in cases where another station is licensed to operate in the same locality and during the hours specified in the application.

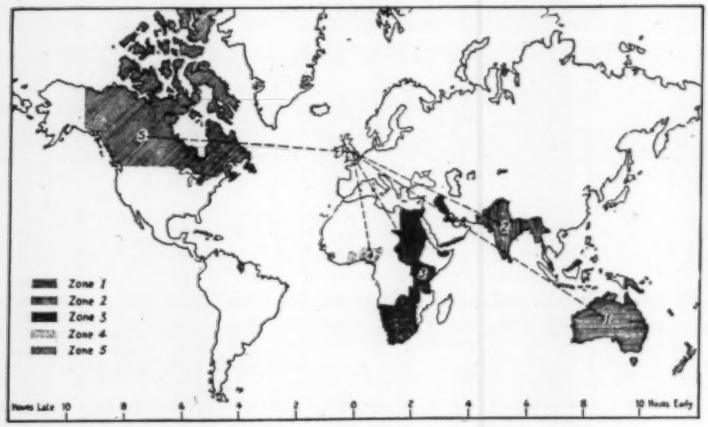
Ultra-Modern Antenna, Vertical Radiator Type, Will Be Built for WLW

AN 820-FOOT vertical radiator antenna tower is to be erected for WLW, Cincinnati, at its transmitter plant in Mason, O., according to an announcement by Powel Crosley, Jr., president of the Crosley Radio Corp., which owns and operates the station.

Officials who claim that WLW already has the greatest coverage of any single station in the United States assert that the 50 kw. transmitter will carry 50 per cent farther with the new equipment. The antenna will be used with the present plant until the completion of the 500,000-watt transmitter now under construction.

The new antenna tower will be furnished and installed by the Blaw Knox Co., of Pittsburgh, and will cost in the neighborhood of $50,000. Joseph A. Chambers, chief technical engineer of the Crosley stations, will supervise the work.

This ultra-modern antenna tower will be 35 feet across at its widest point and will taper uniformly from its center to points at both ends. The equipment will weigh 135 tons.



Five Zones of British Empire Broadcasting Service

TO BRING daily British radio programs to all units of the British Empire, the British Broadcasting Corp. on Dec. 19 inaugurated an Empire service that undoubtedly represents the most elaborate use of the short-waves for regular scheduled international relay reception ever recorded.

Programs are relayed to each zone for two hours daily from Daventry, where two 20 kw. transmitters radiate them via 17 aerials on eight wave lengths to the several zones as follows:

Zone 1—Australiasian zone, including Australia, New Zealand, British North Borneo and the Pacific Islands; 9:30-11:30 a.m., Greenwich Time, on 11,750 and 11,865 kc.

Zone 2—Indian zone, including India, Burma, Malay States, Straits Settlements and Ceylon; 2:30-4:30 p.m., Greenwich Time, on 17,770, 11,865, 11,750, 9,585 and 9,510 kc.

Zone 3—African zone, including South Africa, East Africa, Aden, the Seychelles, certain Islands in the Indian Ocean, Malta, Cyprus and Palestine; 6 to 8 p.m., Greenwich Time, on 21,470 (day) and 9,585 and 9,510 (night) kc.

Zone 4—West African zone, including West Africa, Ascension Island, St. Helena and Falkland Islands; 8:30 to 10:30 p. m., Greenwich Time, on 6,050, 9,510 and 9,585 kc.

Zone 5—Canadian zone, including Canada, British Guiana, British Honduras, the West Indies and Newfoundland; 1 to 3 a.m., Greenwich Time, on 15,140, 9,585, 9,510 and 6,050 kc.

The programs are preponderantly British in their cultural and news aspects, and it is not believed there will be any restrictions upon their pickup and relay by non-British countries. One of the major features of the service will be its news aspects. As announced in England, the news service will be comprehensive as relates to subjects of British and colonial interest.

ANSWERING RADIO'S CRITICS

WJR Manager Starts Weekly Forum to Recite Facts About New Billion Dollar Industry

"RADIO REALITIES" titles a series of programs inaugurated by Leo Fitzpatrick, vice president and general manager of WJR, Detroit, for the purpose of clearing up much of the popular misunderstanding about radio. Mr. Fitzpatrick, who won fame as "The Merry Old Chief" announcing the Kansas City Nighthawks in radio's early days, himself does the talking in this Sunday night forum.

The talks are interwoven with orchestral music and are informal in nature. On the first program Mr. Fitzpatrick explained the feature thus:

"Radio Realities is presented for the sole purpose of acquainting you with facts about the billion dollar industry of radio broadcasting. We can all go back a few years to the time when radio was a novelty; but now, today, we know that radio is a vital factor in modern life . . . and we all know that in the next few years radio will develop in even more amazing and wonderful ways."

Soliciting opinions and questions from listeners, Mr. Fitzpatrick continued: "There is also another purpose of these broadcasts. The radio industry cannot ignore any longer the criticisms which are levelled against it. You, as radio listeners, are aware of these criticisms. They appear in print . . . and they are discussed by everyone. I want to present radio's case, and I feel sure you will grant me this privilege, for only you can assist the broadcasting industry in helping radio fulfill its destiny."

Following other orchestra selections Mr. Fitzpatrick said in part:

"I intend to answer criticisms which are levelled against broadcasting. The best way to select these criticisms would be by volume; that is, I'll take the loudest one first. I'm sure you all know what it is: *'There is too much advertising on the air.'* You know, I feel a sort of hush after that statement because in spite of the number of times we have heard it repeated, in spite of the number of times it has appeared in print, this is, I'm sure, the first time that anyone has had the audacity and temerity to stand in front of a microphone, and repeat out loud: 'There is too much advertising on the air.' The reason I don't hesitate to do so is because I feel I can answer the criticism with statements so fair that they will appeal to anyone.

"You know radio has grown to a billion dollar industry, and like every other billion dollar industry it has piled up a vast, imposing array of figures and statistics. Out of these, I've selected just one to answer the claim that there is too much advertising on the air.

"The average radio station presenting 18 hours of music, instruction, and entertainment, presents only 41 minutes of advertising. The average listener listens one hour and forty-five minutes a day to radio so that out of one hour and forty-five minutes he receives one hour and thirty-eight minutes of entertainment, and only seven minutes of advertising. You know, the statisticians tell us that a newspaper to be successful must have at least 70 per cent advertising.

"Now, I make just this one comparison and that is with the other most popular form of entertainment, the moving pictures. Compare the minute or so it takes you to listen to a commercial announcement over the radio with several minutes consumed at the opening of a sound film, to tell the name of the producer, the name of the star, names of the entire cast, name of the camerman, the artist, the sound expert and the author.

"I believe you will admit, in all fairness, that all this consumes (at a form of entertainment for which you pay an average admission price of 50 cents) . . . about an equal or even greater amount of time than the few minutes taken by an advertiser to extol the virtues of his product on the air!

Because of American advertisers, the American public is provided with greater, more costly and more varied entertainment and educational features than is any other body of radio listeners. I believe you will endorse wholeheartedly the claim these advertisers make for your attention."

Frank D. Scott Resigns Post As RMA Counsel

Mr. Scott

FRANK D. SCOTT, former Congressman from Michigan, who was chairman of the House Merchant Marine Committee during the formative days of radio, resigned as legislative counsel of the Radio Manufacturers Association, Dec. 31, in order to devote more time to private law practice, particularly for broadcasting stations. He had been legislative counsel of the RMA since 1927.

In a formal announcement, RMA stated that Mr. Scott's resignation had been accepted by the board of directors with deep regret. He had tendered his resignation originally last October, but the RMA board refused to accept it.

Mr. Scott has had extensive experience in the legal branch of radio. As chairman of the Merchant Marine Committee, charged with radio legislation, he was responsible for much of the original radio law and often has been referred to as the "father" of radio legislation.

Contested Davis Bill Features Believed Defeated at Hearing

Omnibus Measure Likely to Blocked in Senate; Radio Representatives Set Forth Objections

THAT the Davis omnibus bill (H. R. 7716), if it passes this session, will be stripped of most of the provisions viewed as objectionable to broadcasting and to the Radio Commission, appears evident as a result of hearings on the measure before the Senate Interstate Commerce Committee Dec. 22 and 23.

The bill, containing amendments sponsored by Senator Dill, (D.) of Washington, remains on the Senate calendar. The committee, however, will not consider the measure again until after the holidays, or until about Jan. 3, when it is felt certain most of the objectionable features will be corrected. The welter of business confronting the Senate prior to its sine die adjournment March 4, together with the opposition of certain members to the bill, may have the effect, however, of blocking the measure completely.

Lottery Item May Pass

SHOULD this prove the case, it may develop that the anti-lottery provision and other uncontroverted features will be salvaged and adopted in a separate bill. Pressure has been brought by newspapers for passage of the anti-lottery provision. The Davis bill, prior to its amendment by Senator Dill, had passed the House last session.

Provisions of the measure which aroused most vigorous objection were those which would eliminate examiners entirely and force commissioners to conduct hearings, under threat of reducing the Commission to three and possibly one member; empower the Commission to suspend wayward stations for limited periods; amend the political equality section of the present law to make it apply to public issues as well as candidates for office, and to stipulate maximum rates for time; prohibit studios of foreign stations in this country unless express authority is given by the Commission; amend the appellate provisions to allow appeals to federal district courts in the jurisdictions in which stations are located, and other procedural changes.

Refutes Dill Charges

OBJECTIONS of broadcasters, who asked for the hearing, were voiced Dec. 22 by Henry A. Bellows, CBS vice president and former commissioner, as chairman of the NAB legislative committee. On the same day the committee heard Louis G. Caldwell, former Commission general counsel and chairman of the American Bar Association's committee on radio law, who discussed legal aspects of the legislation.

Duke M. Patrick, general counsel and James W. Baldwin, secretary of the Commission, testified regarding Commission phases of the measure Dec. 23. Both contended that examiners were vital in the Commission's administration of radio, and contested charges by Senator Dill that the Commission was conducting itself "like a court" and was not utilizing its time to good advantage. Senator Dill said repeatedly prior to and during the hearings that in his view there was a choice between eliminating examiners, with the Commission itself holding hearings, or reducing the Commission to one member or three.

Cites Secret Revision

IN OPENING the testimony, Mr. Bellows explained there had been some misapprehension about the measure. As the bill passed the House, he declared there were no serious objections. Broadcasters were not aware, he declared, of the additional amendments to the measure until it had been reported Dec. 13 by the committee.

"New and most alarming powers to suspend stations" would be given the Commission under the proposed amendment authorizing it to suspend stations as well as revoke or modify licenses, Mr. Bellows asserted, in opposing that provision. Stations, he declared, survive on their advertising revenues, and a 30-day suspension would mean termination of contracts and probably the "ruin" of certain stations. The public, moreover, he declared, would be the obvious victim, since it would be deprived of the station's service.

In the ensuing discussion on the advisability of the provision, Senator Dill said it would provide a "half-way measure" in disciplining delinquent stations and would become doubly important should licenses be issued for periods longer than the six months authorized by law. Mr. Bellows concurred in a suggestion by Chairman Couzens, (R.) Mich., that a fine would be preferable to a suspension and would serve the same purpose.

Raps Political Provisions

MR. BELLOWS disclosed that an appeal to the United States Supreme Court in the KFAB Nebraska libel case is contemplated to settle finally the question of a station's liability in libel and slander cases. Discussing the proposed new political section of the law, which would broaden the equality requirement to embrace public questions to be voted upon at an election, he suggested that before the law is changed a Supreme Court ruling should be awaited. He pointed out that in the Nebraska case (Sorensen vs. Wood) the supreme court of that state held stations equally liable with speakers for libel, and that broadcasters are now "between the horns of a dilemma" since the federal law prohibits censorship.

Mr. Bellows objected to the provision which specifies that rates charged for political speakers shall not exceed regular rates for advertising purposes, pointing out that station rates vary for different classes of business. He suggested that the requirement be simply that rates charged must be published, but on this score several Senators disagreed.

As to the foreign studio provision, Mr. Bellows declared it was undesirable and confusing, to which Chairman Couzens and Senator Wheeler (D.) of Montana agreed. Senator Dill said the provision was recommended by the Commission, and was aimed at foreign stations operated in Mexico by former American broadcasters. Senator Dill discounted the seriousness of the provision asserting that Mr. Bellows was "technical" when he said it would make mandatory the procuring of special permits from the Commission for every microphone" used in covering a special event broadcast through a network over Canadian or other stations.

Examiner Supported

ELIMINATION of examiners was opposed by Mr. Caldwell, who declared they have become an integral part of Commission operation. He said examiners should be sent into the field to conduct hearings, and that much of the criticism against the Commission for failure to allow oral arguments has

(*Continued on page 29*)

President-elect Roosevelt

MARCH 4, next, will be a quite significant date for WOKO, Albany, N. Y., as well as President-elect Franklin D. Roosevelt, who has spoken over the station more than a score of times since its official dedication March 4, 1931.

Since its dedication, WOKO has not only been the mouthpiece of the next President of the United States but it has also cooperated with Albany civic organizations, notably the chamber of commerce, in publicizing the New York capital's important events and institutions.

The Albany chamber of commerce bulletin recently carried a tribute to WOKO, and at a dinner given by the organization on Dec. 15 in honor of two of its distinguished members, Gov. Roosevelt and Governor-elect Herbert H. Lehman, WOKO played an important role. The station furnished the entertainment and broadcast the program, with Gov. Roosevelt participating.

Press Predicts Decline In Baseball Broadcasts

PREDICTING a decline in broadcasting of major league baseball games next season, the United Press declares that four clubs will broadcast their home games, five will not and seven are still undecided.

A poll made by the press association discloses that among the seven undecided clubs are some that broadcast last season, but that are believed certain to ban the microphone next year such as the St. Louis clubs of both the American and National Leagues. American and National League officials adjourned their annual meeting in New York Dec. 16 without taking a definite stand on the proposal, fostered by certain clubs and encouraged by newspaper groups, to ban broadcasting. Thus the question was left to decision of the individual clubs.

The United Press says that in the National League Boston and Chicago will continue to broadcast their home games. Philadelphia and New York will not. St. Louis, Pittsburgh and Brooklyn "probably will not," it states, and there is a "strong possibility that the Cincinnati Reds will stop broadcasting."

In the American League the Chicago and Boston clubs will continue their radio work, while New York, Philadelphia and Washington will not. Cleveland and St. Louis "probably" will discontinue, and Detroit is said to be undecided.

Several NBC Auditions Staged for Prospects

AMONG auditions for prospective commercials currently reported from New York as having been held at NBC are the following: Charis Corp., Lottice Howell, Robert Simmons, Phyllis Nickerson and string trio, Woodbury soap, Elsie Hitz, Ned Weaver and others.

Artists and new programs lately auditioned before the NBC program board for possible use as sustainings or for sale to commercials are as follows: Harry Green, monologist; "Jes' Neighbors", dramatic; Phil Cook and orchestra of 14 pieces (which may mean Phil Cook's comeback on NBC); "Death Before Lemberg", dramatic; "Casanova of the Air"; Circus Folks, with Earl Chapman May, and "Fraunces Tavern", dramatic.

NBC also auditioned a choir of 16 voices for the reported purpose of replacing the Hall-Johnson Choir, currently featured on the Maxwell House Showboat.

Net On Independent

BY SPECIAL arrangement with NBC, the Five-Star Theatre series of thrice-weekly programs over the NBC-WJZ network is being broadcast in Washington over WMAL, former CBS outlet, and now without regular chain affiliation. The Standard Oil program, featuring Groucho and Chico Marx, among others, could not be handled over WRC, which is a basic NBC-WEAF network outlet.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Agencies and 1933

IF THERE are any people in broadcasting who are still dubious about the new year's prospects, we commend to their attention the reassuring expressions from advertising agency executives as published in the symposium in this issue. All accept radio as a proved advertising medium. One tells us it has proved itself in bad times as well as good; another asserts positively that all his agency's 1932 radio clients will remain on the air through 1933 and adds that others, including new advertisers, are considering radio; still another looks to 1933 for a "general settling of a matured industry into a practical groove."

Network income figures, also published in this issue, and the statements of several contributors about the fine prospects for transcriptions, seem to bear out the conviction that the business of broadcasting is on the upgrade. These are not merely hopeful signs but stimulating ones to all who have gone through the trying "up and down" cycles of 1932.

As if to cap the climax, we also have a statement from one of radio's severest critics that seems to support the belief that program and commercial technique will right itself without interference from the government or from the inevitable reformers. Recalling Rep. Ewin L. Davis' barbed shafts at the radio session of the A.A.A.A. in Washington last spring, it is interesting to note this admission from him:

"Until a few months ago the quantity and objectional character of radio advertising was increasing at an alarming rate. Recently there has been quite an improvement, but there is still room for improvement." We agree there is *always* room for improvement, and, if Judge Davis can discern it taking place in these trying times, it certainly will continue at an accelerated pace in the better days ahead.

Shades Of '28

SMUG AND SERENE in their present assignments, American broadcasters apparently see no more significance in the forthcoming North American Conference than they did in the developments that led to the wholesale reallocation of 1928. Yet that conference may affect the operating assignment—indeed, the very existence—of any number of stations in this country.

When Duke M. Patrick, general counsel of the Radio Commission, testified the other day before the Senate Committee on Interstate Commerce, he made the assertion that "we are coming to a time when a reallocation will be necessary." This is alarming. He referred undoubtedly to the changes that may be wrought, perforce, by the North American Conference to be called probably this spring.

Anybody's frequency is at stake at that conference, for anything can happen when the nations begin bartering wave lengths. That is really the purpose of the conference. Mexico and Cuba, and perhaps even Canada, though its demands would seem to have been satisfied by the revised agreement of last spring, still want wave lengths. They may not be satisfied with the longer wave channels below 550 kc., if indeed those channels are made available by a conclusion to widen the broadcast band.

They may want some of the waves already assigned in this country. The ax may fall anywhere, for at present the United States and Canada have divided all the 96 available frequencies. If our neighbors persist in their demands, a new juggling of the waves left to the United States will be necessary, powers may have to be readjusted and time assignments may be changed. Inevitably, more stations will lose than benefit. It behooves every broadcaster to watch our North American wave problem with a keen eye.

Listener Insurance

OUT IN DETROIT listeners are getting a practical radio education—all because Leo Fitzpatrick, able director of WJR, had his "Irish" worked up by repeated attacks on broadcasting. He decided it was his job to correct in the minds of listeners "the erroneous and distorted impressions given them by other media."

Inaugurating a series of Sunday sustaining programs which he calls "Radio Realities," Mr. Fitzpatrick presents the unvarnished facts about the industry—cold facts that answer those incessant outcries, all too often selfishly inspired, about "too much advertising on the air," etc. He told his audience that the figures show that, in the average station schedule of 18 hours, only 41 minutes of advertising is presented, whereas the newspaper to be successful must have at least 70 per cent advertising.

Mr. Fitzpatrick sets a good example for all stations. The reaction he has received convinces him that a few more broadcasts of this kind will completely turn the attitude of the audience in favor of the earnest efforts of radio executives to please them and to cater to their reasonable demands. The same information is easily obtainable by other broadcasters. The NAB is prepared to supply it.

The industry could stand a few more "Fightin' Irish."

The RADIO BOOK SHELF

A NEW bibliography of government publications on radio subjects just issued by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce lists the following, which may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at the prices quoted; all of these publications have been announced or reviewed in BROADCASTING as they appeared:

Broadcast Advertising in Latin America. Trade Information Bulletin No. 771. 10 cents.

Broadcast Advertising in Europe. Trade information Bulletin No. 787. 10 cents.

Broadcast Advertising in Asia, Africa, Australia, and Oceania. Trade Information Bulletin No. 799. 10 cents.

Radio Broadcast Stations in the United States (January 1, 1932). Federal Radio Commission. Annual. 15 cents.

Federal Radio Commission Rules and Regulations (loose-leaf sheets only). 45 cents.

Commercial and Government Radio Stations of the United States (June 30, 1931). Annual. 20 cents.

Amateur Radio Stations of the United States. Annual. 35 cents.

Radio Service Bulletin (monthly corrections to Commercial and Government Radio Stations). 5 cents per copy, 25 cents per year.

Merchandising Problems of Radio Retailers in 1930. Trade Information Bulletin No. 778. 10 cents.

Radio Markets of the World, 1932. Biennial. 10 cents.

"RADIO ROUND-UPS'" titles the first full volume devoted to radio stars ever published. Compiled by Myron Slager and Joseph Gurman, the 109-page volume contains pen-and-ink drawings of more than 150 microphone celebrities with sidelight paragraphs on the artists. The volume is published by Lothrop, Lee & Shepard Co., Boston, $1. The authors make acknowledgment of the "invaluable assistance and whole-hearted cooperation" of A. A. Sorenson of NBC and Paul W. White of CBS.

AN ELEMENTARY textbook on television has been written by A. Frederick Collins in "Experimental Television" (Lothrop, Lee & Shepard Co., Boston; $2.50). The author describes in sequence a large number of experiments that demonstrate the principles of television so that a reader who is entirely unacquainted with the technique of visual broadcasting may understand just how transmitters and receivers are made and work. The scanning-disk method is selected from among the various systems because it is in widest use.

MEANS by which a retailer, wholesaler or manufacturer may determine the approximate sales of any commodity for any area from the Retail Distribution Census data are outlined in a brochure just published by the U. S. Census Bureau entitled "How to Use Commodity Sales Data." It is available without cost from the Bureau.

"MERCHANDISING Radio to Dealers" titles a newly issued supplement to the "Broadcast Advertising, Volume II" published last year by NBC. The supplement has been distributed by E. P. H. James, NBC sales promotion manager.

We Pay Our Respects to—

PAUL W. MORENCY

FROM THE WEALTH of experience he gained as field service manager of the NAB, "Fritz" Morency came to know the radio industry with an intimacy shared by few other persons. It was his task in the field to meet broadcasters in their own studios, to address them in groups in their home baliwicks, to impress upon them the practical ideal of organization and solidarity —in a word, to persuade them to join the NAB, or, being members, to work for the common cause.

How well he did his work is well known to practically every important broadcasting executive. Whatever one thinks of the old managerial regime in the NAB, he loses no regard for this able, personable and very bright young man who spent practically all of his time "on the road" in the interests of the organization. He did a job of building membership that even the present efficient organization might well emulate.

It was young Morency's ready grasp of radio's essential problems, his capacity for work and his likeable personality that impelled the owners of WTIC, Hartford, of the Travelers Insurance Co., to invite him to become general manager of that station when it went to 50 kw. on Dec. 1, 1929. He was only 30 when he accepted the post—one of the youngest executives in any major American broadcasting station.

In the three years since he took over the managership of WTIC, "Fritz" Morency has developed the clear channel WTIC into one of the outstanding radio institutions in New England. It is a frequent originating point for NBC network programs. Some of its local program features, notably its radio cooking school, are the most successful ever devised. WTIC is one of the keys of the recently-formed New England network of five leading stations that also belong to the NBC-WEAF network. Mr. Morency was one of the prime movers in the organization of this regional network.

Nor has he ever lost his interest in the NAB. He has cooperated wholeheartedly in its upbuilding. He became a director and in 1931-32 served as its vice president. He was chairman of its copyright committee in the ill-fated negotiations with ASCAP. His clear, succinct report on those negotiations to the St. Louis convention of the NAB revealed the delicacy of the task which confronted that committee.

"Fritz" Morency was born in Oak Park, Ill., Oct. 19, 1899. He was attending the Lewis Institute of Chicago when the United States entered the World War. He enlisted at once and served with the 149th Field Artillery, part of the famous 42nd or Rainbow Division. He was 18 months in overseas service.

Returning from France, he entered the University of Chicago and was graduated with the degree of Ph.B. in 1923. He joined the CHICAGO EVENING AMERICAN'S advertising department and later was placed in charge of educational advertising for that newspaper. At the time the newspaper was affiliated with KYW, and Morency was assigned to arrange a series of broadcasts relating to educational subjects. That was his first introduction to radio.

In November, 1927, he was invited by L. S. Baker, then managing director of the NAB, to become its traveling representative. He served a little over two years.

A bachelor of 33, "Fritz" Morency is sometimes called the Beau Brummell of broadcasting. Not that there is anything foppish about his attire or effete about his person. He is simply one of those highly eligible, good-looking young men who are always in social demand. His hobbies are sports, and he engages in all manner of athletic activities. He is an excellent golfer and a crack rifleman, among other sports accomplishments. He is a member of Alpha Delta Phi fraternity, Alpha Delta Phi Club of New York, University Club of Hartford and Hartford Golf Club.

PERSONAL NOTES

HAROLD FAIR has resigned as manager of WBEN, Buffalo, a post he has held for a year and a half, to return to WBBM, Chicago, as assistant to Walter J. Preston, western program manager for CBS.

C. ELLSWORTH WYLIE, manager of KGB, San Diego, Cal., has been appointed general sales manager for the Don Lee System with headquarters at KHJ, Los Angeles.

W. E. WEBB, formerly with Altman Co., New York, has joined NBC in a sales promotional capacity.

CECIL BEAVER, formerly of KOIL, Council Bluffs-Omaha, has been appointed account executive of KSTP, St. Paul.

VIC MEYERS, elected lieutenant governor of the state of Washington in November, will continue his radio programs until he takes office. His orchestra is heard over KOMO, Seattle, and KGW, Portland, Ore., on two commercials a week.

J. PAT SCULLY is again directing WKFI, Greenville, Miss., which he had previously leased to M. C. Goldstein and Homer Schoonover, who have surrendered their lease.

FRANK MULLEN, NBC director of agriculture, was host in the Chicago studios Dec. 16 to 60 members of the Illinois and agricultural committees of the Chicago association of commerce, who were entertained at luncheon and at a studio performance directed by Robert Brown.

JOHN HENRY, studio director, has been promoted to general manager of KOIL, Council Bluffs-Omaha, succeeding Don Searle, who has left to start his own advertising agency. Max Vinsonhaler has been named studio director, and Bernard Fenner has left KOIL to become director of the Omaha studio of KFAB, Lincoln, Neb.

LINCOLN DELLAR, former advertising manager of the periodical GAME & GOSSIP, has been appointed manager of KGB, San Diego, succeeding C. Ellsworth Wylie, now sales director of the Don Lee System in Los Angeles. John Stewart is now commercial manager of KGB.

LEO WATERS, former newspaper advertising man, has joined the sales staff of WDEL and WILM, Wilmington, Del.

ROY FROTHINGHAM, NBC sales promotion manager in San Francisco, turned dramatist Dec. 23. He dramatized the book, "Robert E. Lee" as one of the weekly programs of the Star book series.

CHESTER STRATTON, formerly vaudeville booking agent for RKO, will join NBC's Artists' Bureau the first week in January. Stratton will work under Harold Kemp, head of the popular division of the artists bureau, and will concentrate on vaudeville bookings for NBC artists.

C. V. GREGORY, editor of PRAIRIE FARMER, operating WLS, Chicago, visited Washington during December to consult national leaders in Congress for the purpose of making a report to WLS listeners on "What's Ahead for Agriculture" in a broadcast Jan. 2.

POWEL CROSLEY, Jr., president of WLW, played host to thousands of Cincinnati children for the tenth Yuletide season Dec. 20 at a party in Cincinnati's Music Hall.

GRANT POLLOCK, chief announcer of KTAB, San Francisco, has been made manager of the new Oakland studios opened late in December, with Tom Morgan remaining as general manager.

J. BURT MILLS has been appointed office manager of KGER, Long Beach,

TOM HUTCHINSON, former NBC production chief, has joined MacGregor-Sollie recording laboratories, San Francisco, to take charge of productions; Ken Boucher, formerly with Lord & Thomas, has been added to the staff to take charge of syndication, and John Blair, formerly with J. Walter Thompson, is now handling time placement.

BOB WILDER, publicity director of WOR, Newark, has sold a short story "Blue Water" to the NORTH AMERICAN REVIEW. His last play "Sweet Chariot" played on Broadway two years ago.

C. HOLLISTER NOBLE, former newspaperman and laterally associated with the radio department of Batten, Barton, Durstine and Osborn, has joined the CBS publicity staff.

JOE DONAHUE has rejoined CBS as a member of the news broadcasting division. G. J. Gude, formerly of the news broadcasting division, has been made news editor of the publicity department.

W. GARLAND YOUNG, formerly with the LOUISVILLE COURIER-JOURNAL, the E. I. du Pont de Nemours Co. and the A. P. Lefton agency, Philadelphia, has joined the sales promotion staff of NBC in New York.

BEHIND THE MICROPHONE

WARREN SWEENEY, pianist-announcer at WMAL, Washington, has moved to WJSV, new CBS outlet at Washington, and Jim McGrath, veteran announcer, replaces Sweeney at WMAL. Harold Gray, formerly of WDBJ, Roanoke, Va., has also been added to the WJSV announcing staff.

KENNETH NILES, of KHJ, Los Angeles, has taken new office as chief announcer and assistant production manager.

BURR McINTOSH, formerly on KFWB, Hollywood, as the "Cheerful Philosopher," in December started a series over KFAC, Los Angeles.

ALTON BORGAN, a student of sculpture and painting, has joined the staff of KSTP, St. Paul, as announcer.

SARA LANGMAN, added to the staff of KFWB, Hollywood, two months ago in the publicity department, has started a weekly continuity called "The Rendezvous." Locale will be an inn near Paris with a different skit each week but the same location.

RICHARD LICENCE, onetime chief announcer at both KTM, Los Angeles, and KMPC, Beverly Hills, Cal., has joined the announcing staff of KMTR, Hollywood.

MOREY AMSTERDAM, onetime comedian at KNX, Hollywood, has been added to the jamboree staff of KFRC, San Francisco.

ROBERT J. WARREN, of the continuity staff of WGAL, Lancaster, Pa., is the author of a new serial sketch, "Percy & Muggy," which is being broadcast by WGAL.

THREE MEMBERS of the weekly Hi-Jinks at KFWB, Hollywood, have gone to New York. They are "Red" Corcoran, Cliff Arquette (Aunt Addie) and Ken Browne.

JOHN McINTIRE, formerly at KMPC, Beverly Hills, Cal., and later leading a hillbilly troupe for KTM, Los Angeles, has joined the announcing staff of KRKD, Los Angeles.

RAYMOND PAIGE, music director of KHJ, Los Angeles, on Jan. 18 will be guest conductor for the Los Angeles Philharmonic Orchestra. He is the first radio impressario to be so honored.

SALVATORE SANTAELLA, formerly musical director at KTM, Los Angeles, has been appointed music director for KMTR, Hollywood.

XUM

Smash Radio Hit For Sale —

A new and sensational radio program by the producers of Chandu the Magician (Beech-Nut)—Detectives Black and Blue (Iodent)—Omar Khayyam (Diamond Brand Walnuts).

If you are an advertiser now using radio—and want to increase *results*—

Or if you are an advertiser not now using radio—

Or if you are an advertising agency, wondering how best to sell merchandise for your clients—*at a profit*—

Read This Advertisement.

We started Chandu the Magician on the air on a single radio station, August 4th, 1931. It is now being broadcast nightly on ninety-four radio stations—and has had nearly a year and a half of uninterrupted success. It is perhaps the most widely imitated program in America.

"Detectives Black and Blue" is currently proving its ability to sell Iodent Tooth Paste.

"Omar Khayyam" has done a spectacular job for Diamond Walnuts.

We now offer another radio program—which will make radio history.

You don't have to *guess* about this program. It is recorded on electrical transcriptions—available for you to hear *now*.

You can have this program on the air inside of thirty days. You can start it out on a limited number of stations if you choose—on a test basis. You can continue to use it—or not—based on the results this feature actually delivers *to you*.

This program is different from anything that has ever been heard on radio. It is based on a *big* idea—rather than on a *big name*—or big *orchestra*.

It is designed for a fifteen minute broadcast, five times per week. However, it *may* be used three times a week.

The very title of this program will become a household word. It's that good. And as for merchandising plans, built around this program they're all thought out—worked up so you can see them—and ready for immediate use.

If you want audience mail—with evidence of purchase—this program will produce it—in quantities—anywhere in America. If you want sales—and a new, vital stimulus to salesmen—dealers—consumers—this program will *deliver*—and prove it—*daily*.

Adult appeal? This program has it. Child appeal? Plenty. In fact, it's more than just a radio program—it's a whole advertising and selling philosophy. It's a brand new *idea*. And if you listen to radio, you know how scarce *ideas* are.

It is produced by us in Hollywood, California—as are Chandu, Black and Blue, Omar Khayyam. Here we have at our command a world of talent, music, sound effects and other ingredients from which great entertainment is fashioned.

But the big thing is the *idea*. Again we repeat. This is a *big* idea—totally unlike anything ever heard on the air. Not copied, lifted, stolen, adapted or otherwise based upon anything radio has ever done.

We are not disclosing the nature of this idea—or its name—in this advertisement because we do not want to take the edge off for the advertiser who buys it by offering it widely.

We suggest that you hear it yourself. Put it on the air. Test it. Note mail and sales response. Then you be the judge.

This program may be used locally—sectionally—or nationally. The price must be satisfactory to *you*—or no deal will be made. There will be no difficulty in arranging terms with any interested advertiser or agency.

Wire or write to our nearest office. Full information will be sent to you. Inquiries will be handled in the order in which they are received. Offer of this program is made subject to prior sale.

Earnshaw - Young, Inc.

Petroleum Securities Bldg., Los Angeles
Graybar Bldg., New York

COL. LEMUEL Q. Stoopnagle and Budd have been signed by Paramount to appear in a full-length talkie, "International House." It goes into production early in January, shortly after the Colonel and Budd make their debut on their new CBS series of weekly half-hour programs for Pontiac. The sequences in which the comedians are to appear will be made in the east.

WANDA HAWLEY, popular during the early movie days, now conducts a weekly style chat over KOMO, Seattle.

LYLE TOMERLIN, formerly in newspaper work at Asheville, N. C., has joined the continuity staff of KNX, Hollywood. The same station has also signed Frank Stever, Jr., formerly a singer with Fanchon and Marco, to do a once weekly sustaining program with Ben Light, pianist.

FREDERICK SHIELDS, announcer at KNX, Hollywood, has been signed to do the dialogue part in "Voodoo," an educational film to be released in January.

SYLVESTER WEAVER, Jr., formerly in the printing business, has joined the continuity staff of KHJ, Los Angeles.

VIN LINDHE, Swedish concert pianist of WFAA, Dallas, has been engaged as guest conductor at the local RKO Palace Theater for a January appearance. Alice Holcomb, WFAA staff violinist, was guest artist with the Dallas Symphony orchestra in its December program.

EDWARD DUNN, staff announcer of WFAA, Dallas, was married Dec. 20 to Miss Josephine Germany, of Dallas.

MILDRED ROSE, oratorio soprano, has been placed under contract to CBS artists bureau and now broadcasting over the network twice weekly on a sustaining basis.

MARGARET MORTON McKAY, formerly in charge of publicity of WLS, Chicago, has joined the staff of WJJD, Chicago, as continuity writer. Harry Steele, news broadcaster of WLS, has succeeded her as publicity director of WLS.

HOLLAND ENGLE and Merle Housh, harmony team, former of KMOX, St. Louis, Helen O'Reilly, soprano, and the Cook Sisters, harmony duo, are recent additions to the staff of WBBM, Chicago. Engle has been assigned announcing duties also.

GEORGE C. BIGGAR, WLS, Chicago, program director, and Mrs. Biggar are parents of a boy, born Dec. 10. The child has been named Gordon Vincent.

JEAN ABBEY (Mrs. Mathew Kiley) the Woman's Home Companion Shopper of WBBM, Chicago, is the mother of a girl, born Dec. 20.

THE KENTUCKY RAMBLERS, hill billy troupe, formerly of WOC-WHO, have joined WLS Artists, Inc., Chicago, to appear on WLS. The name has been changed to Prairie Ramblers.

IN THE CONTROL ROOM

LIEUT. COL. A. G. LEE has succeeded Col. Sir Thomas F. Purves as chief engineer of the British Postoffice department, which regulates all British radio. Sir Thomas retired Nov. 30. He is well known in this country, having been chief British delegate to the International Radio Conference in Washington in 1927.

JESSE W. BROWN, federal radio inspector at New York, has been transferred to Chicago in the same capacity.

EDMUND WHITTAKER, for three years supervisor of master control at WABC, New York, has joined the studio engineering staff of WCDA, New York. Leonard Ohl, CBS field engineer, is now studio engineer of WMSG-WBNX, New York. The stations they join are units of the Whetstone group.

RAYMOND A. O'NEILL of the engineering staff of WOR, Newark, has been appointed an ensign in the U. S. Naval Reserves and assigned to communications.

ARTHUR PECK, radio technician, has been added to the engineering staff of KSTP, St. Paul.

NEWLY ELECTED directors of the American Radio Relay League, announced following the annual elections Dec. 20, are Bernard J. Fuld, Brooklyn attorney, Hudson division; H. L. Caveness, assistant professor of chemistry at North Carolina State College, Roanoke division, and Lieut. Ralph J. Gibbons, airport manager, Walla Walla, Wash., Northwestern division.

A. S. WELLS, president of the Gulbransen Company, Chicago, has been elected chairman of the Engineering Committee of the Radio Manufacturers Association, succeeding Franklin Hutchinson, New York, who resigned.

Engineer Electrocuted

D. R. SIMMONS, engineer of KTBS, Shreveport, La., was electrocuted Nov. 31 while working on the station, according to a report received by the Radio Commission from Theodore Deiler, acting inspector in charge at New Orleans. Mr. Simmons was 43 years old and has been active in radio around New Orleans since 1922. The report stated that Mr. Simmons was standing on a stool before the rectifier panel, and leaned against a meter while looking behind the panel. After the flash, he stepped down from the stool and walked about four feet before collapsing. Attempts to revive him with a pulmotor proved ineffectual.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Just Suppose . . . .

—that the representative of some outstanding advertising medium came to your desk and said, "Listen! I've got something, now! Here . . . you know we've had fifty thousand circulation—and you know what the rate has been. Well, we've pulled a Chandu. Overnight we've increased our circulation five times; from fifty thousand up to a quarter-million. But the rate is *just the same as it was before!*"

. . . wouldn't that be GREAT?

Well, then—

—there you have a close parallel to WBT's story. Power increased from five thousand to twenty-five thousand watts. *No increase in rate.* And the first indications from the tabulation of a new coverage survey point to better than *ten times increase in primary coverage area!* How is *that* for one of those "new deals" you've been hearing about?

• Clear Channel

25,000 Watts

• Full Time

STATION **WBT** INCORPORATED

• THE COLUMBIA BROADCASTING SYSTEM

• Key Station of the Dixie Network of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

TRANSCRIPTION accounts reported by WJSV, Alexandria, Va.: Adolph Gobel, Inc., New York (meat products), two 15-minute periods weekly titled "Harry Salter and his Band Box Revue," through Lester Loeb, New York; Bristol-Meyers Co., New York (Ipana toothpaste), one 15-minute period weekly, "Looking Through the Looking Glass," starting Jan. 3; Nyal Drug Stores, Chicago (drug specialties), three 5-minute periods weekly, through Scott Howe Bowen, and Mantle Lamp Co., Chicago (Aladdin lamps), one 15-minute period weekly, "Smiling Ed McConnell," through Philip O. Palmer & Co., Chicago. WJSV also reports the following national spot announcements: Bulova Watch Co., New York, three time signals, daily through The Biow Co., New York; Ass'n of American Soap & Glycerine Products, New York (GPA anti-freeze), weather forecasts nightly, through Newell-Emmett Co., New York, ending Dec. 31 and to be taken over then by Maryland Pharmaceutical Co., Baltimore (Rem) through Joseph Katz & Co., Baltimore.

WFAA, Dallas, reports the following new national accounts: Musterole Co., Cleveland, two 15-minute transcriptions weekly, through Erwin, Wasey & Co., Chicago, and World Broadcasting System; Vick Chemical Co., Greensboro, N. C. (Vick's Drops and Vapo-Rub), 27 daily 1-minute announcements, through Thompson-Koch, Cincinnati; Remington-Rand Co., Buffalo, N. Y. (portable typewriters), 10 daily 1-minute announcements, through Batten, Barton, Durstine & Osborn, New York; Peruna Co., Chicago, 52 daily 1-minute announcements, through Heath-Seehof, Inc., Chicago, and Scott Howe Bowen; Buick-Oldsmobile-Pontiac Sales Co., Detroit, six 1-minute announcements, three times weekly, through Campbell-Ewald Co., Detroit, and World Broadcasting System; United Air Lines, Chicago and Dallas (air transportation), two announcements weekly for 13 weeks, direct.

KOMA, Oklahoma City, reports the following accounts: Southwest Battery Corp., through Ray K. Glenn-Advertising, Oklahoma City; The Wessel Co., Chicago; Los Angeles Soap Co., "Chandu," through Earnshaw-Young, Los Angeles; National Aid Life Insurance Ass'n, Oklahoma City; Oklahoma State Life, Oklahoma City; Crown Drug Co., Kansas City; International Oil Heating Co., through Lloyd & Hill, St. Louis; Cushion Comfort Shoes, Oklahoma City; Yellow Cab Co.; Hotel Will Rogers, Claremore, Okla.; Armour & Co., Chicago, through N. W. Ayer & Sons; Smax Co., (Tarzan of the Apes) through Russell C. Comer, Kansas City; Peruna Co., Chicago, through Scott Howe Bowen; Crazy Water Co., Mineral Wells, Tex.; Sal-O-Dent Laboratories, (Salomint toothpaste) St. Louis; Bowen Air Lines and Bowen Motor Coaches, Fort Worth.

WYETH CHEMICAL Co., New York, (Hill's cascara quinine tablets) on Dec. 20 started "Tom Jones, the Arkansas Traveler," electrical transcription, on WBZ, WBZA, WTAM and KDKA, Tuesday and Thursday afternoons, 13 weeks. World Broadcasting System, New York, handles account.

CHAMBERLAIN Laboratories, Des Moines, Ia., (hand lotion) is sponsoring 15-minute program Friday nights over WBBM, Chicago. Programs which began Dec. 16 and runs 13 weeks, is using live talent and transcription series based on "The Origin of Superstition," and is handled by Ruthrauff & Ryan, Chicago. Mona Motor Oil Co., Lincoln, Neb., (Barnsdall oil products) sponsoring "Fireside Entertainment" transcription running 15 minutes each Friday night for 26 weeks, beginning Dec. 16; Scott Howe Bowen, Chicago, handles account. Station also reports 13 five-minute transcription broadcasts by Dodge Motor Car Co., beginning Jan. 2; handled by Scott Howe Bowen, Chicago. John Canepa & Co., South Bend, Ind., (Red Cross macaroni, spaghetti and egg noodles) is switching to evening time Mondays, Wednesdays and Fridays for 15-minute periods beginning Jan. 2, using Harriett Cruise, blues singer, and Norsemen male quartet; heretofore client had been using same talent six mornings a week for 15-minute periods; handled by Edward J. Long, Chicago. Philip R. Park Laboratories, Los Angeles, Calif., (Parkelp drug product) began series of 15-minute transcriptions three afternoons a week for indefinite period; handled by Scott Howe Bowen.

WALGREEN Co., chain drug stores, sponsored the remote control broadcast of the recent Notre Dame-Southern California football game over WGN, Chicago, which sent Quin Ryan, manager and chief announcer, and Carl Meyers, chief engineer, to the Pacific coast to cover it. This is believed to be the longest commercial remote control ever attempted by any individual station. Line charges alone ran nearly $3,000. Sponsor mentioned many nationally advertised products it carries in stock, but these did not help bear the cost.

KSL, Salt Lake City, is now producing five programs weekly for Les Parfums Marly, Inc., New York, (perfumes). Account was handled by Norman D. Atkinson, San Francisco representative of Marly.

HOUSEHOLD FINANCE Corp., Chicago, has placed with CKOK, Windsor-Detroit, a 26-week contract for a weekly quarter-hour program.

KTSA, San Antonio, reports the following accounts: International Bible Students Ass'n, New York; Crazy Water Co., Mineral Wells, Tex.; International Refining Co., through Pitluk Advertising Agency, San Antonio; National Aid Life Ass'n, Oklahoma City; International Oil Heating Co., through Lloyd & Hill, Inc., St. Louis; Coleman & Co., Insurance, San Antonio; Reinhard Coffee & Tea Co., San Antonio; Walkover Shoe Co., Boston, Mass; Hotel Jefferson, St. Louis, through Nelson-Chesman; Liberty Mills, (Heart's Desire Flour) San Antonio; Sal-O-Dent Laboratories, (Salomint toothpaste) St. Louis; Victory-Wilson, Inc., Dallas; Bowen Air Lines, Inc., Bowen Motor Coaches, Fort Worth.

KTAT, Fort Worth: National Aid Life Ass'n, Oklahoma City; International Oil Heating Co., through Lloyd & Hill, Inc., St. Louis; Bowen Air Lines, Inc., and Bowen Motor Coaches, Fort Worth; Victory-Wilson, Dallas; R. J. Allen & Sons, (cigars) Fort Worth; Hotel Jefferson, St. Louis, through Nelson-Chesman Co.; Smax Co., through Russell C. Comer, Kansas City; Sal-O-Dent Laboratories, St. Louis; Trinity Life Insurance Co.

WMAQ, Chicago, reports its stamp talk feature conducted by Ralph Kimble for the past three years over the station has been sponsored by the Numismatic Co., Dallas, Tex., dealers in rare coins. This radio venture is an experiment by the sponsor and is to be conducted for an indefinite period. Account handled direct. Station also reports Pedrick Laboratories, Tulsa, Okla., (Vigo dog food) using daily announcements on a staggered schedule for an indefinite period; handled through Rogers and Gano.

STACK-GOBLE Advertising Agency, Chicago, reports placing accounts for daily weather reports for Paris Medicine Co., St. Louis, (drug products) for indefinite period on KPO, San Francisco, and WGY, Schenectady.

COLGATE PALMOLIVE, PEET Co., Chicago, will sponsor a 15-minute dramatic show for children five afternoons a week over WENR, Chicago, beginning the first week of January, for 13 weeks. Account handled by Lord & Thomas, Chicago.

ITS OWN STUDIO—Bristol-Myers Co., New York, (toilet articles) has established its own radio studio in its New York offices, calling it the Ingram studio, for the beauty talks constituting its Milkeweek Cream program "Through the Looking Glass." Program is produced by World Broadcasting System. Spotted on 17 stations now, 16 others are to be added for 1933. Photograph shows Frances Ingram and her secretary at their task.

THE "CHANDU" series five times a week on the CBS-Don Lee network will continue for the Los Angeles Soap Co. But, commencing late in December, the program over KHJ, Los Angeles, and KDB, Santa Barbara, sponsorship was given over to the Rio Grande Oil Co. Sponsorship west of the Mississippi (transcriptions) has for some time been taken by the Beechnut Co. Earnshaw-Young, Los Angeles agency, produces the series.

SEMINOLE PAPER Co., Chicago (tissues) on Dec. 13 started four 5-minute programs on KDKA, Pittsburgh, Tuesdays and Thursdays, 9:05-9:10 p.m. Paris & Peart, New York, handled account.

STICKNEY & BOOR SPICE Co., Charlestown, Mass., (spices, etc.,) on Dec. 23 started a 13-week series, Fridays, 10:45-11 a.m., over WJZ, New York; WBZ, Boston, and WBZA, Springfield, titled "Stickney's Stuffing Program," with Lew White at organ and woman speaker. Badger & Browning, Boston, handles account.

I. J. FOX, New York, (furs) on Dec. 28 started a series of 13 programs titled "Fox Fur Trappers," with Ben Hirsch's orchestra and quartet on WEAF, New York, Wednesdays and Fridays, 7:30-7:45 p.m. Peck Advertising Agency, New York, handles account.

KNOW, Austin, Tex., reports the following national accounts: International Oil Heating Co., through Lloyd & Hill, St. Louis; Bowen Air Lines, Inc., Fort Worth; Sal-O-Dent Laboratories, St. Louis; Bowen Motor Coaches, Fort Worth; International Bible Students Ass'n; Hotel Shoreham, Washington; Montgomery-Ward, Austin.

WACO, Waco, Tex., reports the following national accounts: International Oil Heating Co., through Lloyd & Hill, St. Louis; Bowen Air Lines, Inc., and Bowen Motor Coaches, Fort Worth; Sal-O-Dent Laboratories, Inc., St. Louis; Kuhn Paint Co., Houston; Crazy Water Co., Mineral Wells, Tex.; Texas Mutual Life Insurance Co., Waco.

NEW ACCOUNTS reported by KFRC, San Francisco, include a twice-weekly program for Beechnut Co., and a thrice-weekly transcription for the American Pop Corn Co., Sioux City, Iowa.

NETWORK ACCOUNTS

CENTAUR Co., New York, (Fletcher's castoria) on Jan. 2 starts 24-week series titled "Dr. Dick" as part of Radio Household Institute, Mondays, 10:15-10:30 a.m., PST, over NBC-KGO network, with KFSD, KTAR and Mountain networks. Same sponsor on Jan. 1 renews "Pages of Romance," over NBC-WJZ network, Sundays, 5:30-6 p.m., EST, for 13 weeks. Also renews Radio Household Institute Jan. 2 for 13 weeks over NBC-WEAF network, with Northwest, Southeast, South Central and Southwest groups, Mondays, 11:15-11:30 p.m., EST. Young & Rubicam, New York, handles accounts.

E. R. SQUIBB, New York, (pharmaceutical supplies) on Jan. 8 starts Frank Black, The Revelers and orchestra, over the basic NBC-WEAF network, Sundays, 4:30-5 p.m., for 13 weeks. Account handled direct.

WESTERN CLOCK Co., La Salle, Ill., on Jan. 15 starts a 13-week series over the basic NBC-WEAF network to Chicago, omitting WTIC, titled "Big Ben Dramas," Sundays, 5:15-5:30 p.m. Batten, Barton, Durstine & Osborn, New York, handles account.

TIDE WATER OIL Sales Corp., New York, on Jan. 2 renews the "Three X Sisters" and Paul Specht's orchestra over 16 CBS stations, Mondays, Wednesdays and Fridays, 7:30-7:45 p.m. Lennen & Mitchell, New York, handles account.

"Renew our contract"

"WKRC is bringing us definite results"

This message was received from an internationally known pottery concern. They had at first questioned the value of radio advertising. Would it pay? A few broadcasts convinced them it did—when they used WKRC. Inquiries increased. Sales increased.

And the contract was renewed long before its expiration date.

For years local and national advertisers have increased their inquiries and sales by using WKRC. WKRC can produce these results because it is the only local outlet for the outstanding popular Columbia Network programs—occupies a preferred position on the dial (550 Kilocycles)—operates on a full 19 hour schedule—uses 1000 watts power—is equipped with the latest Western Electric transmitter and turntables.

If you want to increase your inquiries and sales, spot a trial program on WKRC. You too will say, "Renew Our Contract."

WKRC CINCINNATI «» 1000 WATTS

THE COLUMBIA BROADCASTING SYSTEM

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

THE PEPSODENT Co., Chicago, (toothpaste and antiseptic) on Jan. 2 renews "Amos 'n' Andy" for 52 weeks, daily except Saturday and Sunday, 7-7:15 p.m. for eastern stations and 11-11:15 p.m. for western. Orchestra will be under direction of Joseph Gallichio. Lord & Thomas, Chicago, handles account.

WILLIAM R. WARNER Co., New York, (Sloan's liniment) on Jan. 22 starts Warden Lewis Lawes in dramatic sketch titled for his book, "20,000 Years in Sing Sing," over the NBC-WJZ network, Sundays, 9-9:30 p.m., for 12 weeks. Cecil, Warwick & Cecil, New York, handles account.

REID MURDOCH & Co., Chicago, (Monarch brand foods) on Jan. 1 renews "Monarch Mystery Tenor" for 13 weeks over a selected NBC-WJZ network, Sundays, 2-2:15 p.m. Rogers & Smith, Chicago, handles account.

BUICK - OLDS - PONTIAC Sales Co., Detroit, (motors) on Jan. 7 starts 13-week series over selected NBC networks; on Jan. 7 program will feature Hotel Waldorf Astoria orchestra, 9-10 p.m.; thereafter it will feature George Olsen and orchestra, Ethel Shutta and Gus Van, Saturdays, 9:30-10 p.m. Campbell-Ewald Co., Detroit, handles account.

LADY ESTHER Co., Chicago, (face cream and powder) on Jan. 3 renews Wayne King and orchestra for 13 weeks over special NBC-WEAF network, Tuesdays, 8:30-9 p.m. Stack-Goble Advertising, Chicago, handles account.

JOCUR, Inc., Chicago, (hair waves) on Jan. 15 renews "Matinee of Air," with Harry Rose and Abe Lyman's orchestra, for 13 weeks over 15 CBS stations Sundays, 2:15-2:45 p.m. Blackett, Sample, Hummert & Gardner handles account.

SEALED POWER Corp., Muskegon, Mich., (piston rings) on Jan. 8 starts Josef Koestner orchestra on NBC-WJZ and supplementary networks, Sunday evenings, 13 weeks. Grace & Holliday, Detroit, handles account.

THE BARBASOL Co., Indianapolis, (Barbasol) on Jan. 9 renews "Singing Sam" on CBS, Mondays, Wednesdays and Fridays, 8:15-8:30 p.m., 52 weeks. Erwin, Wasey & Co., New York, handles account.

REMINGTON RAND, Inc., New York, (office equipment) sponsored "Cowboy Tom and Indian Chief" over CBS and supplementary Canadian stations Dec. 11, 13, 14, 15, 18 and 19. Batten, Barton, Durstine & Osborn, New York, handled account.

STANDARD OIL Co. of New Jersey on Jan. 2 starts a 13-week schedule of "Soconeyland Sketches," Mondays, 8-8:30 p.m., over NBC network comprising WEAF, WEEI, WTIC, WJAR, WTAG, WCSH, WGY and WBEN. Batten, Barton, Durstine & Osborn handles account.

CORN PRODUCTS REFINING Co., New York, (Linit) has renewed its CBS contract for 13 weeks. Feature is "Bath Club" with Fred Allen, Ann Leaf, Portland Hoffa and Louis Katzman's orchestra, Sundays, 9-9:15 p.m. E. W. Hellwig Co., New York, handles account.

GENERAL FOODS Corp., New York, (Maxwell House coffee) on Jan. 5 renews "Captain Henry's Showboat" on NBC-WEAF network, Thursdays, 9-10 p.m., 13 weeks. Benton & Bowles, New York, handles account.

LEHN & FINK Products Co., New York, (Hinds Honey & Almond Cream) on Jan. 4 starts "D. W. Griffith's Hollywood Review" on NBC-WJZ network, Wednesdays and Sundays, 10-10:15 p.m., 13 weeks. Ruthrauff & Ryan, Inc., New York, handles account.

WYETH CHEMICAL Co., New York, (Jad Salts) on Dec. 12 renewed "Aunt Jemima Songs" on 19 CBS and supplementary Canadian stations, Tuesdays and Thursdays, 2-2:15 p.m., 13 weeks. Blackett-Sample-Hummert & Gardner, New York, handles account.

STERLING PRODUCTS, Inc., Wheeling, W. Va., (Phillips' Dental Magnesia) on Jan. 3 renews Abe Lyman's orchestra and Hollywood Newsboy on 22 CBS stations, Tuesdays, Wednesdays and Thursdays, 8:45-9 p.m., 13 weeks. Blackett-Sample-Hummert & Gardner, New York, handles account.

GENERAL ELECTRIC Co., New York, on Dec. 25 started orchestra and Metropolitan Opera stars on NBC-WEAF network, with northwestern group and KFSD and KTAR added, Sundays, 9-9:30 p.m., 40 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

KATE SMITH'S La Palina schedule on CBS on Jan. 5 substitutes Thursdays for her Monday appearances on CBS, due to her Hollywood sojourn. She will be heard thereafter on Tuesdays, Wednesdays and Thursdays, 8:30-8:45 p.m., EST.

BAYER Co., Inc., New York, (Bayer Aspirin) sponsoring the "American Album of Familiar Music" on an NBC-WEAF network, Sundays, shifted its program 15 minutes ahead Dec. 25 to 9:30 to 10:30 p.m. This move also advanced the United States Industrial Alcohol Co. (New York) program 15 minutes to 10:00 to 10:15 p.m. Ohman and Arden orchestra is featured on the latter program.

GENERAL CIGAR Co., New York, (Robert Burns cigar) on Jan. 4 renews its CBS program featuring Guy Lombardo's orchestra and Burns & Allen for another year. Program, now heard Wednesdays, 9-9:30 p.m., will be moved to Wednesdays, 9:30-10 p.m. Only change in program is addition of Phil Regan, tenor. J. Walter Thompson Co., New York, handles account.

GADGETS FOR SLEUTHS—Some of the accoutrements utilized by Iodent Chemical Co., Detroit, (toothpaste) in merchandising its Black and Blue comedy detective series, a transcription feature highly popular with the audiences of many stations.

CARNATION Co., Milwaukee, (canned milk) on Jan. 2 starts "Carnation Contented Program" for 26 weeks on 29 NBC-WEAF and supplemental stations, Mondays, 10-10:30 p.m. Program will feature Morgan Eastman, Carnation Quartet, Carnation Singers and Lullaby Lady. Erwin, Wasey & Co., Chicago, handles account.

R. B. DAVIS Co., Hoboken, N. J., (Cocomalt) on Jan. 2 renews "The Flying Family" on NBC-WEAF network, Mondays, Wednesdays and Fridays, 5:30-5:45 p.m., 13 weeks. Ruthrauff & Ryan, New York, handles account.

CLIQUOT CLUB Co., Millis, Mass., (ginger ale) on Jan. 23 starts Harry Reser's "Cliquot Club Eskimos" for 13 weeks, Mondays, 8-8:30 p.m., over NBC-WJZ network. Program also includes Annette Henshaw, A. K. Rowswell and Jimmie Brierly. Danielson & Son, Providence, R. I., handles account.

CITIES SERVICE Co., New York, on Jan. 6 renews its concert orchestra, with Jessica Dragnonette and Cavaliers quartet, over the NBC-WEAF network for one year, with KSTP, WTMJ, WEBC, KOA, KDYL and Southwest group, Fridays, 8-9 p.m. Lord & Thomas, New York, handles account.

WCAU in New Home

A THOROUGHLY modern 9-story building is the new home of WCAU, Philadelphia, having been occupied on Dec. 26. Erected especially for the WCAU Broadcasting Co. at 1622 Chestnut Street, the structure was purchased upon completion by Leon Levy, president of WCAU. It contains eight studios, all other facilities of an up-to-date broadcasting station and a special office for Leopold Stokowski, director of the Philadelphia Orchestra. From Jan. 2 on the building will be open to visitors between 8 a.m. and midnight.

JOHNSON & JOHNSON, New Brunswick, N. J., (Red Cross surgical dressings, etc.) has contracted with CBS for the 9:30-9:45 a.m. period, seven days weekly for 52 weeks. Program starts Jan. 15 but details have not yet been announced.

PROSPECTS

INTERSTATE AND UNION PACIFIC STAGES, subsidiary of the Union Pacific System, Omaha, will use radio with newspapers and magazines in a campaign to be handled by Beaumont & Hohman, Cleveland, (Omaha branch).

RADIO advertising will be used along with English and Jewish newspapers and car cards to advertise the products of Horowitz Brothers & Margareten, Inc., New York, (matzohs and noodles), preparatory to the spring Passover season.

DELATONE Co., 233 E. Ontario St., Chicago, (depilatory cream, powder, etc.) will make up lists during January and February, using radio with other media. Mitchell-Faust, Dickson & Wieland, Chicago, handles account.

DR. D. JAYNE & SON, Delaware Ave. and Vine St., Philadelphia, (proprietary medicines) is making up monthly lists including radio. E. G. Bagger is advertising manager. Franklin Advertising Corp., New York, has been appointed to handle account.

MARMON MOTOR CAR Co., Indianapolis, is now including radio in the quarterly lists it makes up in January, April, July and October. Central Advertising Corp., Indianapolis, handles account.

FIELD & FLINT Co., Brockton, Mass., (shoes) makes up lists in January and July, using radio with other media. Arthur E. Porter is advertising manager. Ingalls - Advertising, Boston, handles account.

A. J. TOWER Co., 24 Simmons St., Boston, (Fish brand slickers and waterproof clothing) has included radio in lists which it makes up in January and June. Paul G. Hudson is advertising manager. N. W. Ayer & Son, Philadelphia, handles account.

AGENCIES AND REPRESENTATIVES

RUTHRAUFF AND RYAN, Inc., New York agency, is handling the Chrysler Motors account for announcement during January of the new Dodge car in 5-minute transcriptions over some 70 stations. The account is being serviced through Scott Howe Bowen, station representatives.

ARTHUR ROTHAFEL, son of S. L. "Roxy" Rothafel, has joined the radio department of Fletcher & Ellis, New York agency.

STANDARD OIL of Indiana has appointed McCann-Erickson, New York, which has been handling its oil advertising, to take over its entire account as of Jan. 1.

KFOX, Long Beach, Cal., and KMLB, Monroe, La., have appointed C. A. MacNaughton, 59 E. Madison St., Chicago, as their Chicago representative.

ROGERS-GANO Advertising Agency, Tulsa, Okla., has been appointed to handle a test radio campaign for Pedrick Laboratories, Inc., (Vigo dog food).

MICHAEL KELLY, news announcer at KNX, Hollywood, has left the station to enter business in Los Angeles with his father. They will operate an advertising agency under the name of Fitzmaurice and Son.

RUTH R. ANDERSEN has joined the staff of McCaffrey and Co., Oakland, Cal., agency, as head of the new radio department. As a writer of fiction she is known under the name of Rebel Wayne.

HANFF-METZGER, Inc., New York, has organized an affiliate, Hanff-Metzger Southern, with offices in the Esperson Bldg., Houston, and with Niles F. Leche in charge.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

670 Kilocycles — 100% Modulation

WMAQ NEWS

FULL TIME — Cleared Channel

Vol. II. No. 1 CHICAGO, ILLINOIS January 1, 1933

HOW MANY LISTENERS? WMAQ'S CIRCULATION PROGRAM'S THE THING HABITS OF LISTENERS

A letter was received by Station WMAQ from an advertising agency the other day, which asked for an estimate of the number of radio listeners in WMAQ's audience. That is like asking the SATURDAY EVENING POST to estimate how many of its total circulation will see an advertisement on page 88.

* * *

An exhaustive analysis of mail received by WMAQ during the past three years has demonstrated clearly the limits of WMAQ's primary market. Within that primary market, there are 6,248,147 radio listeners according to the 1930 Census. This market includes more than one-tenth of all the radio listeners in the United States. Just how many of these six million listeners tune in on WMAQ, depends to a great extent upon the program.

* * *

Therefore, an advertiser has it within his own power, by creating a program of special merit and by publicizing that program, to increase his audience within the primary market of WMAQ to proportions that exceed the circulation of any national magazine.

* * *

WMAQ, by careful program building, has gone far in establishing definite listener habits so that the large proportions of the radio audience are content to leave their dials set at 670 kilocycles, with the assurance that something good will come from the loud speaker.

* * *

The long list of advertisers printed in the lower right hand corner of this page, shows the type of advertisers with whom new advertisers will be associated when they come on WMAQ. Many of the programs sponsored by this list of advertisers are among the foremost radio programs in America.

* * *

These programs under commercial sponsorship, together with sustaining programs, which are, likewise, of the highest quality, combined with WMAQ's long record of operation "in the public interest, convenience and necessity" give WMAQ advertisers assurance that the maximum possible audience in the WMAQ primary market will be secured. The primary market is approximately two hundred twenty-five miles in each direction from the WMAQ transmitter located seventeen miles west of Chicago near Elmhurst, Illinois.

* * *

WMAQ offers real advertising opportunities.

"TODAY'S CHILDREN" HAVE XMAS PARTY

ENTHUSIASTIC FANS PACK WMAQ STUDIOS; ALL RECEIVE GIFTS

Today's Children held a Christmas party in the NBC studios in Chicago on Friday morning, December 23. There was a Christmas tree in all its glory. The studio was jammed with people from Illinois, Indiana and Wisconsin.

An announcement was made on December 14 that tickets of admission would be issued to the first four hundred people writing in. Sixteen telegrams were immediately received, eighteen special delivery letters and nine hundred forty-six other letters, and many of these requested tickets ranging in number from two to twelve, making a total of over 2,500 requests for tickets.

The Illinois cities heard from were Chicago, Berwyn, Brookfield, Cicero, Evanston, Forest Park, Maywood, Oak Park, Ottawa, Ravinia, Riverside, Park Ridge, Prairie View, Waukegan, Western Springs, Wheaton, Wilmette, Winnetka, Villa Park and Zion. Hammond and Gary, Indiana, were likewise, represented. Milwaukee, Appleton and Lake Mills, Wisconsin, were also on the list. The letter from Appleton came from the farthest point, being nearly two hundred miles from Chicago.

Today's Children is presented five times each week between 10:45 and 11:00 o'clock and is sponsored on Station WMAQ by the General Foods Company. The program is devoted to advertising Satina and La France, laundry aids. Each of the Christmas party guests received packages of Satina and La France as gifts from the General Foods Company.

BROADCASTING AIDS SALE OF DOG FOOD

Radio has been proved an effective medium for the sale of dog food. Some dog food manufacturers with a very wide national distribution have profited through the use of network advertising. Others have found it to their advantage to lay emphasis upon particular markets in order to stimulate the sale of food for dogs.

One of the latest of these is Vigo, manufactured by Pedrick Laboratories of Tulsa, Oklahoma. The Vigo account was placed on WMAQ by the Rogers Gano Advertising Agency of Tulsa and Chicago.

Cheer Up!

In times of depression, if you have an obsession
That business will never improve,
And you wander around, with your eyes on the ground,
And you move in the same old groove.

While your hands you're wringing—the birds are all singing,
And the sun is shining all day.
Misfortunes you bode, you're a stone in the road
Of Progress, and cumber the way.

"It's darkest," they say, "before break of day,"
But darkness is followed by light.
So look up, I pray, for the sun's first ray,
Dispelling the gloom of the night.

Give thanks if you're healthy; if you're healthy, you're wealthy.
(Believe it or not, it is true.)
Give thanks for each blessing forget what's distressing,
And the world will look better to you.

L'Envoi

So in times of depression, shake off the obsession,
And turn up your face to the light,
And then you will wonder why you were down under,
When all up above you was bright.

Medinah Minaret

MR. TWISTER GETS A STUDIO AUDIENCE

Mr. Twister, the quaint, old character developed by WMAQ, now has a studio audience each Wednesday evening, despite the fact that the program is presented at 7:00 o'clock. The studio is jammed with Twister fans. Mr. Twister is assisted in the show by an orchestra, which plays while the studio audience, as well as radio fans scattered hither and yon, are attempting to solve the puzzles, which Mr. Twister submits to them.

Mr. Twister is a sustaining program and is available for commercial sponsorship.

WMAQ'S STAMP MAN SPONSORED IN TEST

Collectors of stamps and rare coins number millions in the United States. Behind their enthusiasm for the collection of stamps and coins, there is an ingrown faith that such collections are excellent investments. Their faith has been borne out many times by profits which have been realized through the pursuit of these hobbies. One Chicagoan purchased a forty thousand dollar home from profits made in stamp trading.

Because of the fascination and the prospective profit of stamp and coin collection, a series of talks have been conducted on WMAQ for the past two years by Ralph Kimble, one of the nation's outstanding philatelists, has proved to be a very popular feature not only among fans within the major market of WMAQ, but, likewise, among listeners in practically every state in the United States and every province of Canada.

The attention of the Numismatic Company of Texas has been attracted to Mr. Kimble's talks and as a result, during January Mr. Kimble's program will be sponsored by the Numismatic Company of Texas as a test to determine the advisability of using radio as a means of stimulating an interest in the collection of stamps and rare coins.

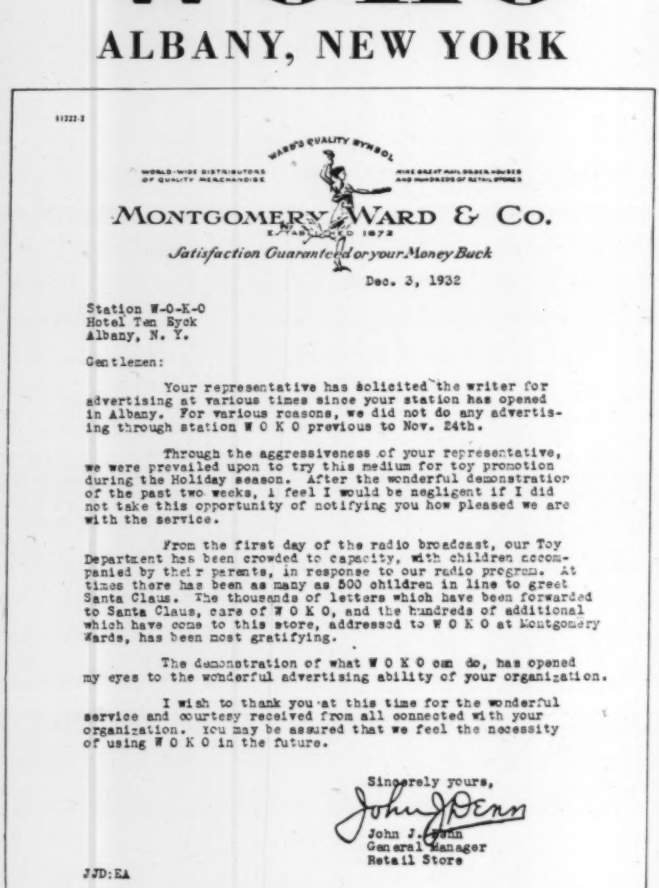
STATION ACCOUNTS

Among the commercial programs heard regularly over WMAQ are the following: **Vigo Dog Food, (Pedrick Laboratories), A. & P., Princess Pat Cosmetics, Wheatena, Pepsodent Company, Nivea Creme, Household Finance Co., Texaco Gasoline, Chase and Sanborn, Daily News Travel Bureau, Bulova Watch Company, Maryland Pharmaceutical Company, Cliquot Club Ginger Ale, Armour & Company, Hinckley & Schmitt, Inc., (Corinnis Spring Water), Northern Trust Company, Fleischmann's Yeast, Monarch Coffee Company, Willard Tablet Company, Florida Citrus Clearing House Assn., Stanco, R. B. Davis & Company, General Electric Refrigerators, Stokely Brothers, Klee Brothers & Company, General Foods Corporation, Dr. C. H. Berry Company, Dupont Cellophane Company, Firestone Tire & Rubber Company, Continental Oil, Smith Brothers, Oldsmobile, Squibb, Westclox, Harold F. Ritchie Company.** Adv.

ONE ADVERTISER'S EXPERIENCE WITH

WOKO

ALBANY, NEW YORK



WARD'S QUALITY SYMBOL

WORLD-WIDE DISTRIBUTORS OF QUALITY MERCHANDISE — NINE GREAT MAIL ORDER HOUSES AND HUNDREDS OF RETAIL STORES

MONTGOMERY WARD & CO.

ESTABLISHED 1872

Satisfaction Guaranteed or your Money Back

Dec. 3, 1932

Station W-O-K-O
Hotel Ten Eyck
Albany, N. Y.

Gentlemen:

Your representative has solicited the writer for advertising at various times since your station has opened in Albany. For various reasons, we did not do any advertising through station W O K O previous to Nov. 24th.

Through the aggressiveness of your representative, we were prevailed upon to try this medium for toy promotion during the Holiday season. After the wonderful demonstration of the past two weeks, I feel I would be negligent if I did not take this opportunity of notifying you how pleased we are with the service.

From the first day of the radio broadcast, our Toy Department has been crowded to capacity, with children accompanied by their parents, in response to our radio program. At times there has been as many as 500 children in line to greet Santa Claus. The thousands of letters which have been forwarded to Santa Claus, care of W O K O, and the hundreds of additional which have come to this store, addressed to W O K O at Montgomery Wards, has been most gratifying.

The demonstration of what W O K O can do, has opened my eyes to the wonderful advertising ability of your organization.

I wish to thank you at this time for the wonderful service and courtesy received from all connected with your organization. You may be assured that we feel the necessity of using W O K O in the future.

Sincerely yours,

John J. Penn
General Manager
Retail Store

JJD:EA

The Albany Retail Store is the largest and most successful of the 553 stores in the Montgomery Ward chain

■

WOKO

COVERS THE CAPITAL DISTRICT *of the* EMPIRE STATE

Consistently — Thoroughly Economically

■

Basic Outlet of the Columbia Broadcasting System

Population Approximately 750,000

■

Bank Deposits $284,955,000

Full Time Operation

■

W. E. Transcription Equipment

Write

WOKO ALBANY, NEW YORK

For Rates and Data

ASSOCIATION of National Advertisers announces removal of its offices from 420 Lexington Ave. to the McGraw-Hill Bldg., 330 W. 42nd St., New York.

"THE FLEXIBLE Budget—a 1933 Advertising Need" titles a newly issued bulletin of the Bureau of Advertising, American Newspaper Publishers Association.

WOODY KLOSE, former program director of KMOX, St. Louis, has joined Mortimer W. Mears, Inc., St. Louis agency, as radio director.

KENNETH COLLINS, who recently resigned as executive vice president and director of advertising and publicity at R. H. Macy & Co., has been appointed assistant to Bernard F. Gimbel, president of Gimbel Brothers Inc. He will assume his new duties about the middle of January.

JOSEPH SAMETH, formerly business manager for a Los Angeles radio weekly, has joined Radio Productions, Inc., as president, with offices in the Beaux Arts Bldg., Los Angeles. A new department has been inaugurated in the form of the Radio Playhouse which will seat 500. It will be available to agencies and sponsors for auditions. The organization will also undertake services for stations, sponsors and artists.

Unique Schedule

AN ATTRACTIVE leaflet carrying program schedules and open time is now being issued weekly by WSM, Nashville, of which J. Leslie Fox is commercial manager. Copies are sent to agencies and prospective advertisers.

Actions of Commission

(*Continued from page 28*)

431)—Denied application for CP for new station to operate on 590 kc., 250 w. D, sustaining Examiner Pratt.

NEW, W. T. Hamilton, Greenville, S. C. (Ex. Rep. 434)—Dismissed application for permit to erect new station to operate on 1240 kc., 250 w. night, 500 w. D, unlimited time. Chief Examiner Yost reported applicant, at hearing, consented to withdraw application with prejudice.

Examiner's Reports . . .

WFBM, Indianapolis, and WSBT, South Bend, Ind.—Examiner Hyde recommended (Report 437; Dockets 636 and 1652) that applications for modification of licenses to permit simultaneous operation on 1230 kc. be denied on ground that no substantial evidence was produced to show that considerable interference would not result.

WJAR and WEAN, Providence, R. I.—Examiner Pratt recommended (Report 438; Dockets 1580 and 1645) that applications to increase power from 250 w., 500 w. LS, to 1 kw. be denied.

WHEF, Kosciusko, Miss. — Examiner Pratt recommended (Report 439; Docket 1737) that application for modification of CP to move station to Jackson, Miss., be denied.

Shortwave and Television Laboratories, et al, Boston—Examiner Pratt recommended (Report 440) denial of renewal of experimental television station W1XAV, Boston, and denial of license for experimental relay broadcasting license for W1XAL, Boston, and denials of applications for additional television station and special experimental station, on ground of stock manipulations.

KLX, Oakland, Cal.—Examiner Pratt recommended (Report 441; Docket 1587) denial of application for power increase from 500 w. to 1 kw. on 880 kc. because of quota regulations.

THE RADIO COMMISSION held no regular meetings during the holiday week, and will reconvene Jan. 4.

You Wouldn't Buy a Duesenberg To Find Out If You Could Drive!

WHY BUY 50,000 WATTS TO FIND OUT IF RADIO WILL SELL YOUR PRODUCT?

"The Nation's Test Station" Will Solve Your Problem for a Very Modest Investment

WCLO has built and proved four test campaigns for national advertisers in the past two months. It is now building a recorded program for a small chain. Two new programs start this month, and if the tests prove satisfactory they will go national as spot campaigns.

WCLO can save you costly experimenting by providing practical counsel based on valuable testing experience.

WCLO's Dramatic, Production, Program and Continuity Directors have been drawn from the newspaper, motion picture, and radio industry and from the stage and radio syndicates.

It costs five thousand dollars a month to operate this modern "idea factory." Here is an integral part of your advertising department ready to solve your radio problems efficiently and inexpensively.

There is no organization in the world set up as is WCLO with its Janesville Daily Gazette affiliation. These two nationally recognized progressive institutions blanket sixty cities and towns in Southern Wisconsin and Northern Illinois, the richest of Wisconsin's famous dairy and cheese centers.

Send for your free copies of the only complete and authentic radio and newspaper surveys of this market.

WCLO Latest Western Electric Transmitter JANESVILLE, WISCONSIN

"THE NATIONAL ADVERTISERS' PROVING GROUND"

STUDIO NOTES

COMPLETE radio programs of all New Orleans stations are being distributed by the Atlantic and Pacific Tea Co., grocery chain, free to all who ask for them on account of the refusal of New Orleans papers to carry programs unless paid for at advertising rates.

A PRESIDENTIAL cake baked in the radio kitchen of WSM, Nashville, has been sent to President-elect Roosevelt by the station in behalf of Tennessee and the South.

THE TENTH anniversary of KGW, Portland, Ore., was observed with a special broadcast Dec. 7. The celebration followed close on the heels of the 82nd birthday of THE OREGONIAN, newspaper-owner of KGW, which was founded Dec. 4, 1850.

NO ARTIST will be permitted to use an alias or pseudonym when appearing in any program on WOR, Newark, according to an order just issued. Previously, many theatrical personages have used a different name when appearing for the first time on the air to guard against impairing their professional reputation should the broadcast prove a flop.

WHAT AMOUNTS to an open forum on Ohio's penal institutions was started on WHK, Cleveland, with the first of a series of four talks by a former inmate of the Ohio State penitentiary, "Convict No. 13," on his experiences in "the big house" and his subsequent efforts to reestablish himself in Cleveland. Following these talks, state officials, welfare leaders and sociological experts will be given an opportunity to answer or indorse the ex-convict's story.

WKAQ, San Juan, P. R., will broadcast a special DX program for United States and Canadian listeners from 1 to 5 a.m., Jan. 8. It operates on 1240 kc.

Coca Cola Co. Sponsors Job Drive Over WCKY

A CONTRIBUTION to unemployment relief was made in Cincinnati recently when the Coca Cola Bottling Works Co., through its Coca Cola Civic Club program over WCKY, Covington, Ky., inaugurated a "Prosperity Drive."

The company found that for each additional case of Coca Cola sold it could provide 30 minutes' employment for men previously out of jobs.

The Coca Cola Civic Club, through which publicity is given to the job-making campaign, is on the air twice a week from WCKY. All civic groups, church, school, fraternal and social organizations are invited to send in club news and announcements, which are read on the program at no cost to them. Children are being given jig-saw puzzles for their help in the campaign.

So popular has this Civic Club period become that Coca Cola recently bought more time in order that all announcements might be included.

Add Newspaper List

TO THE LIST of broadcasting stations owned by or corporately affiliated with newspapers, as exclusively carried in the Dec. 15 issue of BROADCASTING, should be added KGNO, Dodge City, Kan., which is 46.4 per cent owned by J. C. Denious, publisher of the DODGE CITY GLOBE.

Riverside 5585 — Riverside 2515

RADIOS—All Standard Makes
Electric Washers — *Vacuum Cleaners*
Electric Refrigerators

4545-47 Gravois Avenue — **BIGALTE ELECTRIC** — Granada Theatre Building

"Service that Counts"

St. Louis, Mo. December 17, 1932.

Mr. L.A.Benson
President W.I.L.
St. Louis Missouri.

My Dear Mr. Benson:-

As this firm enters into its sixth consecutive year of broadcasting over your station, I feel that I should extend my heartfelt thanks for the kindly and helpful cooperation we have always received from your organization.

Not only am I able to discern by the direct returns which we receive from our programs that W.I.L. has a tremendous and responsive audience, but this feeling is verified by the observations of our servicemen during the hundreds of calls they make in homes, when they have opportunity to notice what station is tuned.

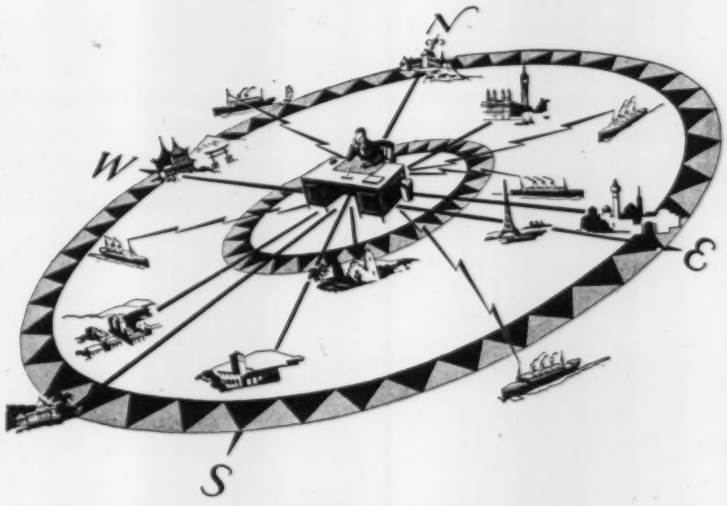
Again thanking you for your many helpful suggestions, I am,

Cordially and Sincerely,

W E Bigalte

. . . your clients, too, will be Just as Happy with W I L

YOU ARE SITTING IN THE CENTER OF THE WORLD



. . . EVERYWHERE

is within arm's reach via coordinated telegraph, cable and radio facilities

● Whether you would reach somebody five miles away or five thousand miles...whether your message must go by telegraph or cable or radio or by any combination of these three...the great International System of coordinated communication facilities will speed your message to its destination and flash back a reply in a mere matter of *minutes*.

Working hand in hand, the units of the International System are Postal Telegraph, linking 80,000 places in the United States and Canada*...Commercial Cables, reaching Europe, Asia and The Orient...All America Cables, reaching Central America, South America and the West Indies...and Mackay Radio, which maintains point-to-point services in addition to reaching ships at sea.

Use Postal Telegraph and the International System to reach anybody...anywhere...*quickly*.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

●

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your local telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

WLBW *Serves you* IN

THREE STATES

OHIO — PENNSYLVANIA — NEW YORK

WLBW, ERIE, PENNA.—within three months at its new location, produces tangible results for its advertisers.

WLBW, ERIE, PENNA.—brings more than a million people in Pennsylvania, New York and Ohio a steady flow of the better Columbia features—supplemented by programs of local and compelling interest.

WLBW, ERIE, PENNA.—has a buying audience with definite purchasing power that never had opportunity to be proved by national accounts.

WLBW, ERIE, PENNA.—must be included in 1933 schedules, if you believe intelligent advertising is the key to sales results.

1000 Watts **WLBW** 1260 Kc.

ERIE

Western Electric BROADCAST REPRODUCING SYSTEM

BROADCASTERS of PENNSYLVANIA

Affiliated with the Columbia Broadcasting System

"CONSISTENT TRI-STATE COVERAGE"
OHIO—PENNSYLVANIA—NEW YORK

WE EXTEND GREETINGS FOR A HAPPY AND PROSPEROUS NEW YEAR to EVERYONE in the WORLD'S BEST INDUSTRY.

We say "Yes Ma'am" to our Cooks

Women cooks prepare the food for the Hotel Lexington restaurants. That's why it's so delicious and wholesome. And Lexington restaurant prices, like its room rates, are sensible—35c for breakfast, 65c for luncheon and $1.00 for dinner in the main dining room.

$3 a day and up for Lexington rooms—$4 and up for two persons.

HOTEL LEXINGTON

In Grand Central Zone, Lexington Ave. at 48th St.
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*

NBC Uses Echo Room To Make Voice Sound Hollow in Radio Drama

GREATER REALISM will be possible in the radio drama as the result of a development of the "echo room" by NBC engineers. Solving one of the big technical problems connected with the broadcasting of the human voice, the engineers are now able to add reverberation and resonance to a voice after it has entered the microphone and before it goes on the air.

With the aid of the echo room, it now is possible to present from a "dead" studio a dramatic scene in a tunnel, basement or other confine, where the normal voice has pronounced reverberation, and reproduce on the air the proper hollow sound.

This hollow reverberation, which it previously was impossible to create in the studio, is produced artificially in the echo room, a bare, soundproof chamber, aproximately 12 feet square, equipped with a loudspeaker and a microphone. The loudspeaker is connected with the studio in which the program originates and the "echo" microphone leads back to the mixing panel in the original studio's control booth.

The effect is created by passing the voice of the actor in the studio into the echo room, where it reverberates between the smooth "live" walls. The echo, in turn, is picked up by the microphone and carried to the control booth where the engineer mixes it with the program coming from the studio. Naturally, the broadcasters do not place the entire pickup burden on the microphone in the echo room. The voice also is picked up by the engineer direct from the studio microphone. Just enough of the reverberation is "mixed" in to give the proper background.

RMA to Move

REMOVAL of the headquarters of the Radio Manufacturers Association from Chicago to Washington has been approved by the association's board and will be effected during January. Bond Geddes, executive vice president and general manager, will be in charge. The change is expected to make for "quicker and better administration" of the association's affairs. Mr. Geddes is well known in Washington, having served for several years as chief of the Capitol staff of the Associated Press and, prior to that, as manager of the Washington Bureau of the United Press. He also is a lawyer.

Drop Power Cases

BY MUTUAL consent of the four appellants, the high power cases involving the Radio Commission's regulation restricting the maximum power of 50 kw. to only half of the 40 clear channels, were dismissed Dec. 14 by the Court of Appeals of the District of Columbia. The stations involved are WJZ, New York; KGO, Oakland, and WGN and WMAQ, Chicago, all denied maximum power in October, 1931, when the Commission made the high power grants under the former General Order 42 as amended. Those grants now become final.

Dates For Poor

NAMING the Salvation Army as its official charity agent, Hills Brothers Co. (Dromedary dates) has distributed thousands of packages of dates to the poor through a radio-newspaper campaign designed to unload dealers' shelves by Jan. 1. The company offered to match each purchased package of Dromedary dates with a free package for the poor, the labels to be given to the Salvation Army. The large crop of dates this year and the prospect of developing possible future customers for dates as a food added a valuable promotional angle to this campaign, which was handled by Cecil, Warwick & Cecil, New York.

Proprietary Disks

ALL TRANSCRIPTION releases of the newly organized Proprietary Radio Service, 507 Fifth Ave., New York, will be recorded by RCA Victor Co., Camden, N. J., under an agreement just made by Arthur G. Montague, general manager of the service, with the radio company. Victrolac compound will be used in the manufacture of the disks. The service will specialize in proprietary medicine accounts.

BOTH KSL and KDYL, rival Salt Lake City stations, are now publishing their own program weeklies, carrying schedules and news about radio performers. The former's publication is called "KSL News" and the latter's is known as "Voice of KDYL."

ASCAP Royalties

(*Continued from page 12*)

Vogel, Inc., Philadelphia; Society of European Stage Authors and Composers, Inc., New York, and Society of Jewish Composers, Publishers and Songwriters, Inc., New York.

Emphasizing that the ASCAP license is strictly limited to compositions copyrighted by its members, Mr. Mills said it does not embrace any other compositions whatever. Many stations he added, have licenses from independent copyright owners, but he strongly urged that each station adopt as a regular policy such a routine as will result absolutely in a proper clearance in advance of the broadcasting of every copyrighted composition to be rendered.

Mr. Mills also suggested procedure to be followed by stations in ascertaining copyright ownership to prevent innocent or deliberate infringements. He offered to send to stations a specimen form upon which written records of musical compositions performed can be kept.

In the music-trade press, it is reported that ASCAP is working out a revised system of distributing to its own members the royalties collected from broadcasting, so that a separate fund will be carried and divided among composers and publishers strictly on the basis of radio performances. The plan was devised, it is stated, to meet the strenuous objections of composers and publishers to the pre-radio method of distributing profits, which is still in force.

Station-Agency Cooperation

(*Continued from page 10*)

50 to 52 per cent pays the customary two per cent cash discount. If all paid it, it might stimulate your collections. We recently investigated other media—magazines and newspapers—and found by far the majority pays a cash discount.

In dealing with questions of agency credit, other forms of advertising media have for many years required a financial statement from the agencies to whom they extend credit. If you are extending credit, you are entitled to similar information. We have now a standard agency balance sheet which is designed to show media owners whether or not the agency is entitled to credit and, if so, to how much. We should be very glad to have your association use that standard balance sheet, or for you individually to use it in your credit operations.

Clearing Misunderstanding

FINALLY, I should like to say a word, perhaps in repetition of what previous agency speakers have told you, about agency operations. I feel they are greatly misunderstood. I know of no business just like the advertising agency, no business the inside workings of which are so little known.

In the first place, a visitor to an advertising agency can not find out what is going on because there is no physical evidence. Another reason why the agency is not understood is because it never signs its own work. It is passed on to the advertising medium and there you see the result. For that reason, the owners of advertising media do not appreciate what the agency does.

At the risk of being tiresome, I would like to check over what an advertising agency does. First, it has to get the business, sell the account. It may only induce the advertiser to increase his appropriation. But, by far the most time is spent attempting to find new products to advertise or new uses for old products, to find an advertising story out of which to build an appropriation. That is the selling.

After the selling, the agency must keep in constant contact with the account. It must have a man who knows what the selling problems are and is able to give the agency a complete understanding of what the advertiser is trying to do. He has the assistance of research men. This may be an extremely expensive job to find out what sort of people are using a manufacturer's product and means of finding more consumers.

After the facts have been obtained the agency goes to work on the advertising plans. If that is adopted by the advertiser, with or without changes, then the agency puts it into operation.

Once the media is selected, the plan goes to the copy department, and more and more agencies are writing radio commercials. Whether right or not, it seems to be the present trend. Then, finally, after the program has been placed, executed, the agency receives your invoice which it must check against its own orders, pass on to the client, collect its money and with its money pay you.

Two-fold Proposal

AS A FINAL word, I would like to leave with you the thought that in all our negotiations we have contracts, copyright problems, program problems and other things in common; that we should work together to make radio more productive of sales and improve radio for commercial purposes.

I believe that can be done; first, by improving and continuing to improve our sustaining and commercial programs. We will thus enlarge our audience, increase the confidence of our audience and contribute to the greater sales productiveness of the commercial program. And, second, we can facilitate every step in the handling of advertising. We can do that with standard forms, with firm rates, with local and national station rates that are equal or approximately so. We can do that by recognition of qualified advertising agencies, and by watching our credits and cutting our credit losses.

But, if I can leave one thought with you that sums up most of the detailed points I have tried to make, it is, let us work together, your association and ours, to make radio advertising more productive in sales.

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* **Stewart 2810**
CHICAGO, ILLINOIS

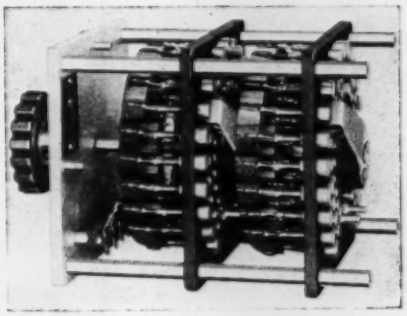
A Master Gain Control

Low Noise Level

Panel at Ground Potential

Positive Grip Knob

Negligible Frequency Error



Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db. in steps of 1.5 db.

PRICES:

L-type	$28.00
T-type	34.00
H-type	48.00

For Microphone Mixer Circuits

Type 652 Volume Control is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50

For complete details, address the General Radio Company, Cambridge, Massachusetts.

GENERAL RADIO CO.

INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

ACTIONS OF THE

FEDERAL RADIO COMMISSION

DECEMBER 15 TO DECEMBER 31 INCLUSIVE

Applications . . .

DECEMBER 17

WCGU, Brooklyn—CP to move transmitter to Long Island City, amended to move transmitter to 1659 Cypress Ave., Brooklyn.

NEW, Shreveport, La.— National Union Indemnity Asso. for CP to use 850 kc., 10 kw., share with WWL, requesting facilities of KWKH, Shreveport, La.—Amended to request unlimited time and facilities of WWL, New Orleans, La. and KWKH, Shreveport.

WFBC, Greenville, S. C.—Modification of CP issued 11-22-32 for approval of exact transmitter and studio location at Poinsett Hotel, South Main St., Greenville, S. C., change equipment, increase power from 100 w. to 100 w. night, 250 w. to local sunset, change hours of operation from shares WBHS (WBHS uses 6/7 time, WFBC 1/7 time) to unlimited time, extend dates of commencement and completion.

WSBC, Chicago—Modification of license to cover change in corporate name only to WSBC, Inc.

KMJ, Fresno, Cal.—License to cover CP issued 7-22-32 to move transmitter locally, new equipment, change frequency and power from 1210 kc. 100 w. to 580 kc. 500 w.

DECEMBER 22

WAZL, Hazleton, Pa.—License to cover CP issued 9-13-32 for new station.

WHIS, Bluefield, W. Va.—Modification of license to change hours from shares equally with WRBX to shares with WRBX.

NEW, Lansing, Michigan—Harold F. Gross for CP to use 1210 kc., 100 w. night, 250 w. to LS, unlimited hours.

WJEQ, Williamsport, Pa.—Voluntary assignment of CP granted 7-26-32 to WRAK, Inc.

NEW, Mason City, Iowa—C. E. Wilkinson for CP to use 1500 kc., 100 w., specified hours (8 a.m. to 11 a.m.; 2 p.m. to 6 p.m.; 7 p.m. to 10 p.m.).

KOY, Phoenix, Ariz.—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. to LS.

Applications returned: WMSG, New York—CP to move transmitter formerly used to present location and authority to use that transmitter instead of WBNX's transmitter; WLVA, Lynchburg, Va.—CP to change equipment, frequency, power and hours from 1370 kc. 100 w. shares with WBTM to 1410 kc. 250 w., share one-half time with WHIS; NEW, Allen P. Solada, Carlisle, Pa.—CP to use 1430 kc. 500 w. night, 1 kw. to LS, share WCAH and WBAK; WTAQ, Eau Clair, Wis.—Install automatic frequency control.

DECEMBER 24

WMAS, Springfield, Mass.—Voluntary assignment of license to WMAS, Inc.

WQDM, St. Albans, Vt.—CP to change transmitter location outside city, change equipment, change frequency, power and hours from 1370 kc., 100 w. to 1340 kc., 1 kw., 10 a.m. to 2 p.m.; 4 p.m. to 6 p.m.

WELL, Battle Creek, Mich.—License to cover CP for change in equipment and studio.

NEW, Thomas B. Loer, Newcastle, Ind.—CP for new station, 1420 kc., 100 w., unlimited.

WHA, Madison, Wis.—License to cover CP to change transmitter locally, change equipment and increase power from 750 w. to 1 kw.

The following application has been returned to applicant: NEW, News-Times Publishing Co., El Dorado, Ark.—CP for new station to use 1500 kc., 50 w. D (7 a.m. to 7 p.m.).

DECEMBER 30

WBAX, Wilkes Barre, Pa.—CP to change frequency to 1230 kc., 250 w. U., amended to request 930 kc.

WSAI, Cincinnati—Modification to increase D. power from 1 to 2½ kw.

WHBQ, Memphis—Modification of CP to extend completion to 4-26-33.

KICA, Clovis, N. M.—CP to move locally.

Decisions . . .

DECEMBER 14

WMBO, Auburn, N. Y.—Granted authority to rebuild station which was destroyed by fire, make changes in equipment and move transmitter and studio to Metcalf Bldg., Auburn, N. Y.

WNBX, Springfield, Vt.—Granted license covering move of transmitter locally, installing new equipment and change in frequency from 1200 to 1260 kc., and change in hours from sharing with WCAX, to D only, and increase in power rom 10 w. to 250 w.

WPCH, New York—Granted license covering move of transmitter from Hoboken, N. J., to Flushing, N. Y., 810 kc., 500 w., D.

WDEV, Waterbury, Vt.—Granted license covering installation of new equipment, move of transmitter locally, and increase in power and hours of operation; 550 kc., 500 w., D.

KWCR, Cedar Rapids, Ia.—Granted license covering changes in equipment and increase in D power; 1420 kc., 100 w. night, 250 W. LS.

KFIZ, Fon du Lac, Wis.—Granted license covering installation of new equipment, 1420 kc., 100 w.; 10 a.m. to 1 p.m., 4 p.m. to 10 p.m., CST.

WBAL, Baltimore—Granted authority to operate a 250 w. portable unmodulated transmitter in the metropolitan area of Baltimore for purpose of conducting field intensity survey to select new site for transmitter of WBAL; frequency to be used: 1060 kc.; hours, 1 to 6 a.m., Dec. 12 to 24, inclusive.

KSL, Salt Lake City, Utah—Granted license covering local move of transmitter, installation of new equipment and increase in power to 50 kw. experimental 1130 kc.; also granted authority to determine operating power by direct antenna measurement.

WBEO, Marquette, Mich.—Granted modification of license to change specified hours of operation to the following: Daily 9:30 a.m. to 1:15 p.m.; 5 to 7 p.m.; Sunday, 9 a.m. to 1:30 p.m., CST.

WBAP, Fort Worth, Tex.—Granted modification of license to increase power from 10 kw. to 50 kw., and use transmitter of WFAA, located 4 miles southeast of Grapevine, Tex.

WAZL, Hazleton, Pa.—Granted modification of CP approving transmitter location at corner West Broad and Laurel streets, and change in type of equipment; also granted consent to voluntary assignment of CP to Hazleton Broadcasting Service, Inc.

WJBI, Red Bank, N. J.—Program test period extended 30 days (from Dec. 9) pending action on license application.

DECEMBER 16

KRKD, Los Angeles—Granted modification of license to change name to Fireside Broadcasting Co.

WOR, Newark, N. J.—Granted modification of CP extending completion date for construction of 50 kw. CP, subject to Commission's decision on pending application which has been set for hearing.

WJEQ, Williamsport, Pa.—Granted modification of CP extending commencement date to Jan. 1, and completion date to Feb. 1.

KGKB, Tyler, Tex.—Granted modification of CP extending completion date of CP to Dec. 24.

WSB, Atlanta, Ga.—Granted modification of CP extending completion date to March 17.

KGFL, Santa Fe, N. M.—Granted modification of CP to move transmitter and studio from Santa Fe to Roswell, N. M., and extend completion date to March 1.

WHET, Troy, Ala.—Granted modification of license to operate from 7 to 8 p.m. on Sundays, in addition to unlimited D operation.

KSO, Des Moines—Granted license covering installation of new equipment, change in power and hours of operation; 1370 kc., 100 w. night, 250 w. LS, unlimited time.

WIS, Columbia, S. C.—Granted consent to voluntary assignment of license to WIS, Inc.

KOB, State College, N. M.—Granted renewal of license, 1180 kc., 20 kw., simultaneous day with KEX, share at night with KEX.

KWKH, Shreveport, La.—Granted special authority to remain silent pending repair to water supply equipment.

WIXG, Shortwave & Television Corp., Portable—Granted temporary renewal of visual broadcasting license frequency 43000-46000, 48500-50300, 60000-80000 kc., 200 w., pending outcome of hearing to be held on application for permanent license.

Stations granted temporary renewals pending action on applications for renewal: WMBQ, Brooklyn, N. Y.; WMBR, Tampa, Fla.; WMIL, Brooklyn, N. Y.; WRDW, Augusta, Ga.; WWRL, Woodside, N. Y.; KGDA, Mitchell, S. D.; and KGKX, Sandpoint, Idaho.

Set for hearing: WRUF, Gainesville, Fla.—Renewal of license; WNBW, Carbondale, Pa.—Modification of CP for authority to move studio and transmitter from Carbondale to Scranton, Pa., to make field intensity measurements, install new equipment, extend commencement date to 10 days after granting of this application and completion date to 60 days after Dec. 18; WBAX, Wilkes-Barre, Pa.—CP to install new equipment, change frequency from 1210 to 1230 kc., increase power from 100 to 250 w., and increase hours of operation from specified to unlimited; KLCN, Blytheville, Ark.—CP to move transmitter and studio locally in Blytheville, change frequency from 1290 to 1500 kc., increase power from 50 to 100 w., and change hours of operation from D to unlimited.

NEW, G. Colby Blackwell, Manchester, N. H. (Ex. Rep. 90)—Denied application for new broadcast station at Manchester, N. H., to operate on 1430 kc., 500 w., unlimited time, sustaining Chief Examiner Yost.

KFSD, San Diego, Cal., (Ex. Rep. 424)—Granted increase in night power from 500 w. to 1 kw., on 600 kc. unlimited time, sustaining Chief Examiner Yost.

WMAL, Washington, D. C., (Ex. Rep. 428)—Denied application to increase night power from 250 to 500w. on 630 kc. sustaining Chief Examiner Yost.

NEW, James M. Caldwell, Goodland, Kans., (Ex. Rep. 429)—Denied application for CP for new station at Goodland, Kans., to operate on 1310 kc., 100 w., to share time with KGFW, sustaining Examiner Pratt.

WNBW, Carbondale, Pa.—Denied extension of authority to remain silent from Dec. 18 to 60 days after granting of modification of CP, set for hearing above; also denied authority to dismantle equipment and remove from its present location.

DECEMBER 20

WKBF, Indianapolis, Ind.—Granted CP to move transmitter from near Clermont, Ind., to intersection of Fall Creek and extension of Keystone Ave., Indianapolis.

WJBI, Red Bank, N. J.—Granted license covering installation of new equipment, 1210 kc., 100 w., sharing with WGBB and WFAS (¼ time).

KVOO, Tulsa, Okla.—Granted modification of CP extending completion date to March 17.

KIEM, Eureka, Cal.—Granted modification of CP to change transmitter and studio location from Eureka Inn to Vance Hotel and extend completion date from Jan. 13 to Feb. 12.

KICK, Red Oak, Ia.—Granted extension of authority to remain silent until such time as Court of Appeals vacates stay orders or further disposition is made of the issues involved.

WHAM, Rochester, N. Y.—Granted modification of CP approving change in equipment and transmitter location, Victor Township, N. Y.

WMBH, Joplin, Mo.—Granted special authority to operate from 8:30 to 9:30 p.m., CST, on the following Sundays; Jan. 1, 8, 15, 22 and 29; Feb. 5, 12, 19 and 26; March 5, 12, 19, and 26; April 2, 9, 16, 23 and 30.

Set for hearing: WRBX, Roanoke, Va.—Modification of license to change hours of operation from sharing equally with WHIS to sharing with WHIS; WAPI, Birmingham, Ala.—Modification of CP to extend commencement date to June 17 and completion date from Dec. 17, 1932 to Dec. 17, 1933.

WCGU, Brooklyn, N. Y.—The Commission, upon its own motion, reconsidered its action of Dec. 13, on a petition filed by the U. S. Broadcasting Corp. to hold the hearing scheduled for Dec. 16, and granted said petition.

DECEMBER 22

WMBH, Joplin, Mo.—Granted CP to make changes in equipment, install new 250 w. maximum rated power transmitter.

WJBO, New Orleans—Granted consent to voluntary assignment of license to Baton Rouge Broadcasting Co.

WJBO, New Orleans—Granted CP to move station and studio to be located in Heidelberg Hotel, transmitter at a location to be determined; also granted authority to make tests to determine exact transmitter location.

KTW, Seattle—Granted authority to operate from 9:30 a.m. to 10:30 p.m., Sundays, and 7:30 to 10:30 p.m., Thursdays from Dec 22 to Feb. 22.

WNBW, Carbondale, Pa.—Granted extension of authority to remain silent for 60 days from Dec. 18.

KUJ, Walla Walla, Wash.—Granted authority to operate unlimited time for an additional period of 90 days.

WTSL, Laurel, Miss.—Granted temporary license pending installation of an approved frequency monitor and on condition that station remain silent until installation of said approved monitor.

WHBD, Mt. Orab, O.—Granted temporary license subject to certain investigation and decision of the Commission to determine whether licensee has in any manner lost control over the use, occupancy or operation of station.

WRAK, Williamsport, Pa.—Temporary license extended from Jan. 1 to Feb. 1 subject to decision of the Commission upon application for renewal now pending before it.

Set for hearing: KWLC, Decorah, Ia.—CP to move transmitter and studio to Dubuque, and make changes in equipment; KWLC, Decorah, Ia.—Requests consent to voluntary assignment of license to TELEGRAPH-HERALD; WTBO, Cumberland, Md.—Requests involuntary assignment of license from Interstate Broadcasting System Inc. to Associated Broadcasting Corp; WEBR, Buffalo, N. Y.—Modification of license to use either the present main transmitter or the auxiliary as the main transmitter at nighttime; WFEA, Manchester, N. H.—Requests license to cover CP, 1430 kc., 500 w., unlimited time; WOKO, Albany, N. Y.—Modification of license to change frequency from 1440 to 1430 kc., and change hours of operation from simultaneous day, sharing WHEC-WABO night, to unlimited; WCAH, Columbus, O.—Modification of license to change hours of operation to unlimited, synchronize with WHP, WOKO and WHEC-WABO; WHEC-WABO, Rochester, N. Y.—Modification of license to change frequency from 1440 to 1430 kc., change hours of operation from sharing with WOKO after local sunset to unlimited synchronize with WOKO, WCAH and WHP; WHP, Harrisburg, Pa.—Modification of license to change hours of operation from simultaneous day with WCAH, and share at night with WBAK and WCAH to unlimited, synchronize with WCAH, WOKO and WHEC; NEW, Lansing, Mich.—CP for new station 1210 kc., 100 w. night, 250 w. LS, unlimited time.

R. C. Powell & Co., Inc., New York—Denied request, that stations having their frequency monitors be given an extension of working of Rule 145 beyond Dec. 31.

WENC, Americus, Ga.—Denied authority to operate until 9 p.m., CST, for a period of 30 days beginning Dec. 19.

Applications denied because of failure to enter appearances: NEW, Joseph DePalma, Jeanette, Pa.—CP 590 kc., 250 w., D; NEW, J. E. Richards, Pine Bluff, Ark.—CP 1340 kc., 250 w. D.

Applications dismissed at request of applicants: WOR, Kearney, N J.—Renewal of auxiliary transmitter license; WQDM, St. Albans, Vt.—CP to change equipment, change frequency to 1340 kc., increase power to 500 w., and change specified hours.

WERE, Erie, Pa., (Ex. Rep. 410)—Denied renewal of license, effective 3 a.m., EST, Jan. 1, 1933, to continue operation on 1420 kc., 100 w., unlimited time; also denied CP to install new transmitting equipment and application for modification of license to change corporate name of licensee from Erie Dispatch-Herald Broadcasting Corp. to Erie Broadcasting Corp., reversing Chief Examiner Yost. Commissioner Brown dissented.

NEW, H. Verne Spencer, Jeannette, Pa., (Ex. Rep.

(Continued on page 24)

Supreme Court May Get 3 Cases

Free Speech, Libel and Quota Provision Issues Raised

SUPREME COURT reviews of three fundamental questions affecting broadcasting probably will be sought during the current session of the nation's highest tribunal. One of them, involving free speech on the air, already has been proffered in a petition for review which the court may or may not accept. Another questions the liability of a station for libel uttered over its facilities by political or other speakers. The third raises the issue of the constitutionality of the Radio Act of 1927 with particular reference to the Davis amendment for equitable distribution of broadcasting facilities according to population.

The free speech issue is raised in the case of Rev. Robert Shuler, whose station, KGEF, Los Angeles, was deleted more than a year ago by the Radio Commission because of inflammatory utterances made by the pastor. Louis G. Caldwell, counsel for Shuler, in his petition for a writ of certiorari now pending before the Supreme Court, claims that radio is analagous to the newspaper and the public platform, and that the Commission's decision, upheld by the Court of Appeals of the District of Columbia, is an exercise of censorship and an abridgment of the right of free speech guaranteed by the Constitution.

In a dozen years, Mr. Caldwell asserts, broadcasting has largely replaced the public platform as the forum for the debate of important issues, and has achieved a status comparable to that of the press as a means of mass communication. Declaring that the consequences of upholding the Commission's decision are far-reaching, he said that no broadcaster then would dare permit the use of his microphone for speeches he had not previously censored and found to be innocuous. "Freedom of speech in its most important aspects will cease to exist in radio broadcasting," he declared.

Libel Case Likely

IN A SENSE paralleling the Shuler case is the much-disputed decision of the Nebraska Supreme Court holding broadcasting stations equally liable with speakers for libel uttered over their facilities. That an attempt will be made to have this ruling reviewed by the Supreme Court, was indicated in testimony before the Senate Interstate Commerce Committee on Dec. 22 by Henry A. Bellows, CBS vice president, and chairman of the NAB legislative committee. In testifying against amendment of the political section of the existing law, as advocated by Senator Dill, (D.) of Washington, he declared that it was likely that this case would be carried to the Supreme Court in the very near future, and suggested that it would be advisable for Congress to await the Supreme Court's ruling before amending the present law.

Definite determination to apply for a writ of certiorari has not yet been reached in the third case, which grows out of the Radio Commission's reversal by the Court of Appeals of its order deleting WIBO and WPCC, Chicago, in favor of WJKS, Gary, Ind., on purely quota grounds. No question of public service was involved as between the stations, the Commission holding that it was empowered, under the Davis amendment, to delete stations in overquota states and assign their facilities to underquota states. A majority of the Court of Appeals, however, held the ruling was "arbitrary and capricious" and that the commission was in error in giving to the Davis Amendment a literal interpretation.

The question of a Supreme Court review, particularly in view of the fact that the Court of Appeals was divided, currently is being taken up by the Commission with the Department of Justice. Even should the Government fail to appeal, it is entirely possible that WIBO, through its counsel, Mabel Walker Willebrandt, will venture an appeal in its own right. The lower court's decision had the effect of safeguarding the assignments of stations in the 27 overquota states.

Hearing on Davis Omnibus Bill

(*Continued from page 15*)

been corrected in recent months. Asked by Chairman Couzens whether a three-man commission would do if examiners are retained, Mr. Caldwell declared this involved an entirely separate question of whether the present system of zone representation should be continued.

Mr. Caldwell objected to the proposed amendment of the appellate provision on several grounds. He said it would permit the Court of Appeals of the District of Columbia to review the Commission's rules on questions of fact rather than on questions of law alone and in that way would prevent appeals to the Supreme Court. He said also that the provision for appeals from Commission decisions to district courts instead of to the Court of Appeals alone would prevent the writing of uniform radio law. Senator Dill declared there was no intention of allowing court reviews of facts.

Patrick Lauds Examiners

VIGOROUS opposition to the elimination of examiners was expressed by General Counsel Patrick. He pointed out that the procedure of the Commission follows that of the Interstate Commerce Commission and that if it is inherently wrong for the Radio Commission to follow that procedure then it is wrong in the cases of other federal commissions. The volume of the work handled by the Commission justified examiners, he asserted.

Answering Senator Dill, who asked whether the Commission has not "practically frozen the radio situation", Mr. Patrick said it has not and that it is generally believed that a reallocation and changes in policies are impending. He cited records to show that the Commission's time is fully occupied and that it would be almost physically impossible for it to conduct all hearings.

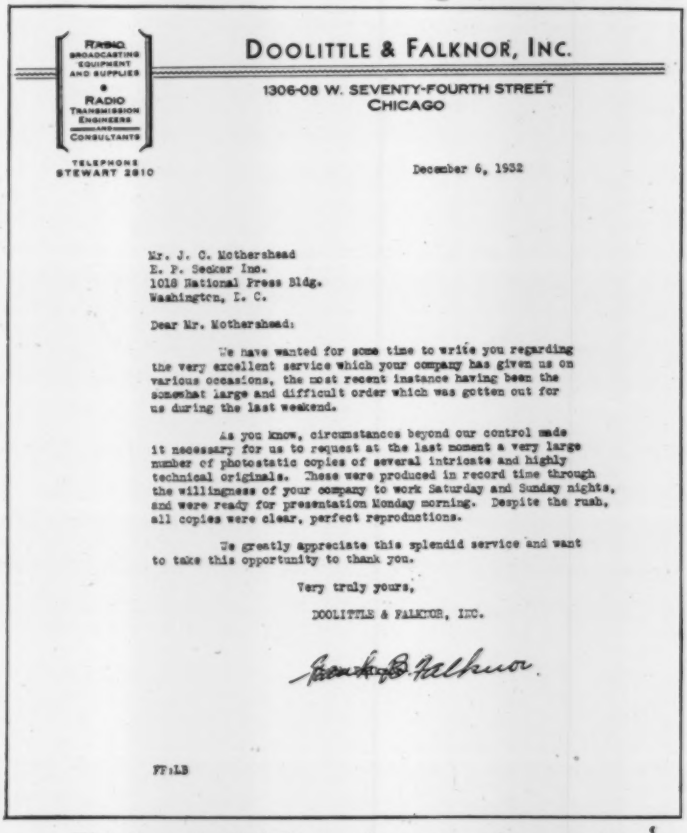
Discussing the appellate provision, Mr. Patrick declared that instead of giving federal district courts jurisdiction over radio, it would be more desirable to have the various federal courts of appeal, which have the same status as the District of Columbia Court of Appeals, hear such cases, to avoid conflicts in law. But he favored the present law by which all appeals go to the District of Columbia court.

Mr. Patrick also endorsed legislation which would allow independent commissions to apply direct for Supreme Court reviews, rather than through the Department of Justice. These agencies naturally are more familiar with the litigation, he declared, and the Supreme Court would exercise its judgment as to whether or not it would accept such cases.

Mr. Baldwin outlined to the committee the scope of the commission's work, in opposing any change of the present organization and procedure. If the Commission were required to conduct hearings itself, he declared, it would only impede progress.

It costs less than $20,000 in overhead each year to maintain the examiner's division, he asserted, declaring its elimination would result in general dissatisfaction and distrust. Moreover, he added, the records should that the Commission has its hands full with other matters.

Thank You, Mr. Falknor •



RADIO BROADCASTING EQUIPMENT AND SUPPLIES • RADIO TRANSMISSION ENGINEERS AND CONSULTANTS

TELEPHONE STEWART 2810

DOOLITTLE & FALKNOR, INC.

1306-08 W. SEVENTY-FOURTH STREET
CHICAGO

December 6, 1932

Mr. J. C. Mothershead
E. P. Secker Inc.
1018 National Press Bldg.
Washington, D. C.

Dear Mr. Mothershead:

We have wanted for some time to write you regarding the very excellent service which your company has given us on various occasions, the most recent instance having been the somewhat large and difficult order which was gotten out for us during the last weekend.

As you know, circumstances beyond our control made it necessary for us to request at the last moment a very large number of photostatic copies of several intricate and highly technical originals. These were produced in record time through the willingness of your company to work Saturday and Sunday nights, and were ready for presentation Monday morning. Despite the rush, all copies were clear, perfect reproductions.

We greatly appreciate this splendid service and want to take this opportunity to thank you.

Very truly yours,

DOOLITTLE & FALKNOR, INC.

Frank B. Falknor

FBF:LB

This is typical of the service rendered regularly to radio engineers and attorneys

OVERNIGHT AND HOLIDAY SERVICE
NOMINAL CHARGES

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Commission Drops 33 in Field Force

Van Nostrand is Reinstated; Ten Inspectors Released

FORCED by economy legislation and the recent fusion of the Radio Division, Department of Commerce with the Radio Commission, 33 employees of the Commission's field force, including 10 inspectors, have been released. In reducing the size of its force the Commission took into consideration seniority in service, military-preference and other factors specified in law.

Simultaneously, it was announced that W. Van Nostrand, former supervisor at Atlanta, had been reinstated and will be transferred to the New York district as inspector. Those released pursuant to the economy provisions, effective Nov. 30, except where otherwise specified, are as follows:

District No. 1—Boston: Ralph J. Renton, Jr. inspector; H. Underwood Graham, Jr. inspector; Ruth M. Downes, clerk; Esther Ober, clerk.

District No. 2—New York: C. Davis Belcher, Jr. inspector; Rosalie Horowitz, clerk; Louis J. Bader, clerk.

District No. 4—Baltimore: Thomas F. Johnston, Jr. inspector (effective Dec. 31); Dorothy Carroll, clerk, (effective Dec. 31); Anna M. Hodgkins, clerk (effective Jan. 15).

District No. 6—Atlanta: George Llewellyn, inspector (effective Dec. 2).

District No. 8—New Orleans: Fendell B. Peterson, Jr. inspector; John A. Rosado, clerk.

District No. 11—Los Angeles: Mary Spearman, clerk.

District No. 12—San Francisco: Clemens W. Laufenberg, Jr. inspector; John L. Tisdale, clerk (effective May 29, 1933, upon retirement).

District No. 14—Seattle: Edna E. Crowe, clerk; Victoria F. Anderson, clerk; Josephine Diamond, clerk.

District No. 15—Denver: Glen W. Earnhart, acting inspector in charge.

District No. 18—Chicago: Theodore A. Hansen, Jr. inspector; Joseph Turner, Jr. inspector; Orpha N. Wendt, Irma B. Engler, Rosalie Biedermann, Julia G. Fasder and Margaret Reho, clerks.

District No. 19—Detroit: Ernest P. Peterkin, assistant radio inspector; Mary M. Mattson, Ruth V. Sharpe, Winona E. Marvin and Nancy M. McNamara, clerks.

District No. 20—Buffalo: Morris K. Kunins, Jr. inspector.

Madrid Group Back

ACTING CHAIRMAN E. O. Sykes, Chief Engineer C. B. Jolliffe and Engineer Gerald C. Gross, of the Radio Commission, were back at their desks Dec. 23, after more than four months abroad attending the International Radio Conference at Madrid. They returned aboard the SS. Manhattan Dec. 23, accompanied by Walter Lichtenstein, of Chicago, a delegate, H. J. Walls, Airways Division, Department of Commerce, technical advisor, and Loyd A. Briggs, of RCA.

Ordered Deleted

DELETION of WERE, Erie, Pa., effective Jan. 1, was ordered by the Radio Commission Dec. 22 for alleged violations of radio regulations. Simultaneously, the Commission denied the station's application to install new transmitting equipment and to change its corporate name from Erie Dispatch-Herald Broadcasting Corp. to Erie Broadcasting Corp., in all instances reversing Chief Examiner Yost. The station operated on 1420 kc. with 100 watts, unlimited time. Commissioner Brown dissented.

The Other Fellow's Viewpoint...

Real Public Service

To the Editor of BROADCASTING:

One of the most spectacular demonstrations of the effectiveness or radio broadcasting occurred here in San Diego about two weeks ago.

As you perhaps recall, the newspapers throughout the country headlined the fact that fourteen naval airplanes were caught in the fog above San Diego during Navy Day maneuvers on the evening of October 27. The fog was so intense that the airplanes were unable to land, their fuel was running out and every one of these planes was faced with an inevitable crack-up.

The United States Fleet, Aircraft Division, immediately got in touch with KGB, a unit of the Don Lee Broadcasting System, requesting that we cooperate with them in broadcasting an appeal to San Diego citizens to get into their automobiles as swiftly as possible and go to Kearny Field, adjacent to this city, and to encircle the entire field with their cars so that the headlights would mark a landing place for these fog-bound planes.

KGB put this announcement on the air about seven times within a twenty-minute period, and almost immediately, 3,000 automobiles sped to Kearny Field. Through this device every naval airplane landed safely.

I do not know of another incident in the history of radio broadcasting where such immediate action was brought about by radio or performed such a life-saving service. This station has received official commendation from Rear Admiral H. E. Yarnell, Commander of the U. S. Fleet, Aircraft Division. He says in his letter:

"In response to the announcements with which KGB interrupted its regular program, some three thousand citizens of San Diego drove their automobiles to Camp Kearny, where they outlined the field with their headlights, and enabled the last of the airplanes to make a safe landing at that place."

I believe that this remarkable proof of the effectiveness of radio broadcasting will be of wide interest to all people in all broadcasting organizations.

All the newspapers which carried this story prominently mentioned the fact that the landing of the airplanes was brought about through the emergency appeal via radio, which mobilized three thousand automobiles.

C. ELLSWORTH WYLIE,
Manager, KGB,
Don Lee Broadcasting System,
San Diego, Cal.

Nov. 16, 1932.

"Tarzan" Record

To the Editor of BROADCASTING:

We believe the radio serial "Tarzan of the Apes" has established some sort of a record in the state of California during the past three weeks.

This act is being sponsored by the Signal Oil Company in California. A part of their merchandising plan has been to offer "Tarzan" club memberships. In less than three week's time more than 10,000 applications for memberships have been received by the Signal Oil Company. To become eligible for membership the applicant must have obtained a new customer for the Signal Oil & Gas Company.

The whole idea has been so tremendously popular that plans are now being discussed for the formation of a national "Tarzan" club organization.

AMERICAN RADIO FEATURES SYNDICATE,
FREDERICK C. DAHLQUIST,
President.

Los Angeles, Cal.,
Dec. 9, 1932.

WFAA, WBAP Operate Jointly to Serve Dallas And Ft. Worth Full Time

JOINT OPERATION of WFAA, Dallas, and WBAP, Fort Worth, on 800 kc., using the same 50 kw. transmitter, effective Jan. 1, is announced by Martin Campbell, general manager of WFAA. The new arrangement, providing full time service for the Dallas-Fort Worth area, was made possible by the action of the Radio Commission granting the Fort Worth station authority to increase its power on 50 kw. on the channel it shares with WFAA.

Simultaneously, the stations announced a joint rate card, carrying reductions of from 13 to 25 per cent from the former WFAA rates. A joint sales staff under Mr. Campbell will handle all national business. Programs will be placed on either station, depending upon the time desired by the advertiser. Both stations have been in operation since 1922. WFAA is owned by the DALLAS NEWS and WBAP by the FORT WORTH STAR-TELEGRAM.

WBAP, under the arrangement, will lease the transmitter of WFAA for use during the hours the Fort Worth station is on the air. The transmitter, of latest RCA design, is located 18 miles northwest of Dallas and equal distant from Fort Worth. Because of the prestige of the call letters of the stations and of the newspapers owning them, it was decided to preserve the identity of each rather than to merge them, Mr. Campbell said. Separate studios and studio staffs will be maintained in Dallas and Fort Worth. Harold Hough, "The Hired Hand," is supervisor of WBAP, and George Cranston is program director.

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CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Radio Engineer—13 years radio experience—regional and local stations since 1924. Last three years chief engineer. Address Box 67, BROADCASTING.

Young lady holding first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 61, BROADCASTING.

Station Manager, connection desired with station. Possesses executive ability and initiative in organizing sales ideas. Aggressive, excellent personality, convincing talker. 5 years continuous radio activity. Thoroughly understand station requirements. Can completely handle credits, collections, and finances. Previously held position as controller, systematizer with radio advertising agency. Perhaps I am just the man for you. Go anywhere. Please write Advertiser, Suite 405, 200 Broadway, New York City.

Wanted to Buy

I am interested in purchasing a good 100 watt station; must be in good location. Please state time schedule; equipment; ASCAP fee; and approximate price for entire layout. Your reply will be held in strictest confidence. Address Box 68, BROADCASTING.

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
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